



2020 Partners Membership Meeting  
Tuesday, May 22, 2018, 5:00-6:30 p.m.  
HGA, Ford Center, 420 North 5th Street, Suite 100

## Draft Membership Meeting Notes

### 1. Welcome, Introductions and Announcements

Chair Nick Koch welcomed those he considered the stalwart and core audience to the bimonthly membership meetings and then asked everyone to introduce themselves.

Attendees were:

Kathleen Anderson, Pat Arnst, Lisa Austin, Bruce Bahneman, Peter Bruce, Joan Campbell, Pierce Canser, Alice Eicholz, David Frank, Bradford Henry, Diane Hofstede, George Holden, Tricia Holden, Denise Holt, Josh Katan, Dan Kenney, Jane Mauer, Peter McLaughlin, Diane Merrifield, Max Musicant, Francis Nier, Peter Roos, Max Salmen, Erin Sexton, Carletta Sweet

After introducing himself and his company, Pedestrian Studies, Peter Bruce distributed a 2-sided handout and announced his 2018 Building Community Exhibition on August 22-23 at the IDS Center Crystal Court (<http://pedestrianstudies.com/index.html>). This will be a public display of new buildings and urban spaces in Minneapolis, Hennepin County, and beyond.

### 2. Executive Director Report [[insert link here to May 22nd report](#)]

Executive Director Dan Collison reported on the following activities:

#### a. New Development and Businesses in the North Loop

- Ability Network, a tech company in the Butler Square building at 100 North 6th Street, is expanding its space to 67,000 square feet (<http://tcbmag.com/news/articles/2018/march/ability-network-is-expanding-its-minneapolis-hq>).
- Swan's is bringing its Edwards Dessert Kitchen late-night patisserie concept to the Lowry Building at 200 Washington Avenue North (<https://bringmethenews.com/minnesota-lifestyle/schwans-reveals-more-about-the-dessert-bar-its-bringing-to-minneapolis>).
- Underground Music Café, specializing in local coffee, beer and wine, plus live music and wood-fired pizza, is repurposing an existing space around the block from Target Field at 408 3rd Avenue North and (<http://www.citypages.com/music/underground-music-cafe-coffee-bands-beer-pizza-coming-to-north-loop/478401193>).
- Tracking closely to what's happening in the West Market District (<http://westmarketdistrict.com/>) because as development around the Glenwood Avenue Corridor crescendo's into the North Loop, it is critical to understanding how we sew everything together around the Minneapolis Farmers Market.

Bruce Bahneman, SVP at Avison Young and President of West Market District Business Association, reported on a couple of West Market District developments:

- Groundbreaking for Wellington Management and Artspace's mixed-use development at 212 James Avenue North (<https://finance-commerce.com/2018/04/why-wellington-artspace-revised-bassett-creek-plans/>) is on May 23rd at 4 p.m. Improvements to the Bassett Creek Bike Trail will be a part of this project.

- La Doña, Minnesota's first Latino brewery (<http://www.citypages.com/restaurants/new-taproom-alert-minnesotas-first-latino-brewery-lands-a-home-in-minneapolis/482073011>) is the newest amenity coming to the neighborhood and is anchored at the other end of the district by Utepils Brewing Company (<https://utepilsbrewing.com/about/>).

Collison advised they have wrapped up the GAC study and are conducting test runs with some organizations. Tim Griffin, Architect, City Planner and Senior Research Fellow, Minnesota Design Center at the University of Minnesota, who is part of the GAC's Collating Team, will be brought in to give a presentation on their findings.

- Minneapolis Downtown Council awarded \$86,500 in grants to four organizations intending to launch projects that will help Minneapolis reach the goal of "functional zero," i.e., the point when the number of people experiencing street homelessness is not larger than the number of housing placements available: (1) YouthLink; (2) St. Stephen's Human Services; (3) Teen Tech Hennepin County Library; and (4) Avenues for Homeless Youth.
- Schafer Richardson received approval from the City Planning Commission Committee of the Whole for its Basset Creek East mixed-use project at 747 North 3rd Street (<http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcmsp-210595.pdf>). It will feature 139 market-rate apartments and 3,600 square feet of commercial space fronting 3rd Street.

Critical to this conversation is the North Loop Small Area Plan, via the Minneapolis Park and Recreation Board's Downtown Service Area Master Plan, and working with private organizations such as Schafer Richardson to bridge the green spaces flowing through the neighborhood. SR will be brought in to do a deep dive on this conversation.

- Beacon Interfaith's Great River Landing groundbreaking on its supportive employment and housing community at 813 North 5th Street was on Thursday, May 3rd (<http://www.beaconinterfaith.org/GRLgroundbreaking>).
- YouthLink's grand opening of its Downtown View Apartments for homeless teens, a partner project with Project for Pride in Living at 41 North 12th Street, was held on Tuesday, May 15th (<https://mplsdowntown.com/event/grand-opening-youthlinks-downtown-view/>).

## **b. Transit + Access**

Collison advised he serves on the MDC's 2025 Plan Transportation Committee and, as a part of this ongoing conversation about how the North Loop can continue to evolve in the 21st century, the topic of microtransit, largely through the private sector, arose and needs to be tracked, particularly when it comes to the distance between parking ramps and places of work. This is where private microtransit steps in to move people, like a circulator, from places of parking to places of work.

There's a ton of work going on to institute shared-use mobility (<http://smartgrowth.org/twin-cities-shared-mobility-action-plan/>) as a strategy that would improve the congestion in the North Loop. Collison will open up a conversation with Move Minneapolis Executive Director Mary Morse Marti who has indicated they may have some money for a demonstration project in the North Loop.

Lisa Austin, ABC Ramps Program Coordinator at MnDOT, explained the McKnight Foundation funded the Shared Use Mobility Center in Chicago to facilitate implementation of the Shared Mobility Action Plan for the Twin Cities that has a mode shift goal to remove 50,000 private cars from roads in the Twin Cities over the next 10 years. To realize its goal, the plan recommends the following 10 strategies:

- Grow shared mobility support of the transit network;
- Pilot flexible transit that focuses on reverse commute challenges;
- Leverage Metro Transit app to establish a date clearinghouse;
- Stabilize and grow carsharing;
- Expand and evolve bikesharing;
- Elevate vanpooling as a viable option for commuters;
- Develop and implement new carpooling and ride-splitting solutions;
- Concentrate efforts around integrated mobility hubs;
- Realign Congestion Mitigation and Air Quality (CMAQ) funding and improve Transportation Demand Management (TDM) outcomes; and
- Optimize parking and street space to prioritize shared mobility.

The ABC Ramps are a perfect place to pilot some of these strategies and, if successful, they could be rolled out regionwide.

**c. Crime and Safety Maps**

Collison will continue to track the MPD's 1st Precinct crime statistics and reports for our exploration and understanding; this data is dynamic and can be retrieved from the City's website at <http://www.ci.minneapolis.mn.us/police/statistics/index.htm>. The top three crimes are general theft, aggravated assault, and burglary from motor vehicle. Overall crime statistics have been down in the last 6 months and 1st Precinct Inspector Eddie Frizell has begun to convene Neighborhood Alliance meetings on which Collison serves as 2020 Partners' representative.

**d. Naming and Brand Strategy**

As the year 2020 approaches, a new naming strategy needs to be considered because previously this organization has just flipped the odometer and everyone feels it is time to do something different. Collison is grateful to Olson (<http://www.olson.com/>) who has stepped in to help out and began taking them through a process to determine brand essence which will include naming, logo and flyer design, and a meaningful website to reflect their brand essence.

Denise Holt, VP of Strategy & Insights at Olson (<https://www.linkedin.com/in/deniseholt>), advised she's been in her position for just over a year and a member of 2020 Partners since 2007 when she and Carletta Sweet of the DMNA were encouraged to join by David Frank. At the last 2020 Partners' meeting when Collison mentioned the renaming project, she thought this was the perfect way for her and Olson to contribute to this organization. Then she gave a brief overview of Olson's employees, locations and nature of work. She and Heather Gray, Associate Account Director, are members of the team leading this effort.

Collison then distributed a 1-page exercise the Steering Committee underwent last Wednesday requiring them to pick the top three descriptors of "Brand Personality/Tone of Voice" or to add their own and to answer "How will success be measured?" and to return them to him by next week. Collison emphasized the charter and mission will remain intact; it's just time to formalize who we are with a name, logo and brand essence that will guide our ability to promote ourselves. A Steering Committee presentation will probably occur at the July 31st annual meeting.

**3. 2040 Comprehensive Plan Briefing <https://www.the2020partners.com/wp-content/uploads/2018/05/Minneapolis-Comp-Plan-Frank.pdf>**

David Frank, the new Director of Community Planning and Economic Development at the City of Minneapolis (<http://tcbmag.com/news/articles/2018/march/jacob-frey-nominates-david-frank-to-lead-minneapolis>) and former Chair of 2020 Partners, advised the City is required by state statute and the Metropolitan Land Planning Act to update its comprehensive plan every 10 years and the current update is called Minneapolis 2040 (<https://minneapolis2040.com/>) as it will serve as a roadmap to

manage Minneapolis's growth 20 years out. We should keep in mind it is the underlying policy guidance for a future zoning code update that will affect land use reviews, as well as the other overarching goals. Work will follow to implement the plan.

Last year under the previous City Council and Mayor, City staff was given 14 overarching goals to pursue under the draft Comprehensive Plan update, the top one of which we'll hear the most about from him, City planners at community engagement meetings and in op-ed articles, is equity. There's a big introductory section about redlining, its history in Minneapolis, and how it has caused some of the inequities we see today. There are specific actions that can be taken and policy guidance to start to address those inequities.

Frank then explained the planning process and the methods for submitting comments. They are 2 months into a 4-month public review process that ends on July 22nd for comment on the draft update. Neighboring jurisdictions, such as Hennepin and Ramsey Counties and the City of St. Paul, have until September 2018 and their respective comments will be subsequently incorporated into Minneapolis 2040. CPED plans to go before the City Council with a proposed final updated plan by end of this year and, if adopted, then it will go before the Metropolitan Council for its review and approval. If all proceeds as planned, they will begin taking intentional steps to update the zoning codes, based on equity and the other overarching goals, to address the historic decisions made by banks and, in some cases, the City that adversely impacted communities of color.

To exemplify why policy guidance matters, Frank referenced Schafer Richardson's initial plan to redevelop the Zuccaro Produce Building at 1000 North 3rd Street into an office building to bring more employment to the area, but re-jiggered its plan and is now seeking to turn it into a mixed-use housing project. Since the building is currently zoned for production and processing, the Comp Plan would have to be updated to allow for housing. Because policy guidance informs what gets built and how the City acts with its partners going forward is why it matters for us to engage. To engage online, visit <https://minneapolis2040.com/how-to-comment/>.

Frank explained why the City is making some of the aggressive density statements in the Comp Plan. Cities have adopted the goal to dramatically reduce greenhouse gas emissions and that involves getting people out of their cars, giving them a choice about taking transit, and putting more people closer to the services and jobs.

Then he described what the policy statements in the Comp Plan are saying about this area: downtown Minneapolis is and should remain the economic and cultural center of the region; need to continue to improve our multimodal transportation system (that's largely what 2020 Partners is about); and, with apologies to Eric Dayton, tries to settle the skyway debate for good, i.e., that they exist but let's require new retail on the ground floor. And going forward there will be two maps: Land Use which guides types of uses allowed on a given parcel, and Built Form which guides the scale of development for every parcel (<https://minneapolis2040.com/topics/land-use-built-form/>), both of which indicate that currently and going forward, allowing for increased density, the downtown core will remain the center of the region and that transit investments are appropriate.

Thereafter, Frank entertained questions from the audience during which he advised there's a posting through Friday for his previous position as the City's Director of Economic Policy and Development (<https://www.governmentjobs.com/jobs/2067456/director-of-economic-policy-and-development-amended/agency/minneapolismn/apply>) and asked the audience to send him any referrals, but in the meantime he'll continue to perform both jobs.

#### **4. Transit Development Update**

Peter McLaughlin, Hennepin County Commission for District 4, advised the legislative session produced no killers, but it didn't bring anything positive either. The Senate Majority Leader wouldn't

allow the amendment for part of the insurance provisions needed for Bottineau LRT to be voted on the floor. No money was in the bonding bill for arterial BRT; the Governor had proposed \$50 million to expand the region's system on arterial streets so no major progress was made.

Another defeat was the constitutional amendment to dedicate current sales tax revenue from the sale of motor vehicle repair and replacement parts to fund state roads and bridges. This would have solved some of the problems for roads but not for transit, and it would rob money from the general fund that we all depend upon thus putting the general fund further out of balance.

There's a new proposal to increase the budget of the Southwest LRT by \$147 million ([https://www.swnewsmedia.com/eden\\_prairie\\_news/news/local/southwest-lrt-project-budget-expected-to-increase/article\\_27c2b342-3bda-5b39-97f0-27c2a8b4c74d.html](https://www.swnewsmedia.com/eden_prairie_news/news/local/southwest-lrt-project-budget-expected-to-increase/article_27c2b342-3bda-5b39-97f0-27c2a8b4c74d.html)) requiring an increase in Hennepin County's contribution because there are no other sources of money. At a special HC board meeting on May 31st they will be adopting a new budget and deciding whether to make that additional commitment. In doing so, they will require some additional fiscal controls over contingency to control spending as this project gets built out. If HC and the Met Council approve this change on May 31st, then the MC will then make a submission to the federal government for a review of the fiscal underpinnings of the project and conduct a risk analysis. The real go-no go decision to encumbrance funds is at the end of July when they would authorize entering into the \$800 million civil contract. Some of the uncertainties that still exist around the railroad agreements and how much contingency the federal government will require should be clarified by the end of July. The federal government has more money in the account that they're going after than any time in history and there's a lot of competition for them but they are well positioned to receive it.

They are stuck on the Bottineau LRT project because the latest correspondence from BNSF Railway is they don't want to talk about it (<https://www.minnpost.com/politics-policy/2018/04/bottineau-line-light-rail-project-can-t-move-forward-without-bnsf-and-bnsf-/>).

Metro Transit's Orange Line along I-35W (<https://www.metrotransit.org/metro-orange-line>) is under construction and will be for awhile. Money is in place and it's contracted for, but they're still trying to get federal money for the second half.

**5. Re-envisioning of ABC Ramps: [https://www.the2020partners.com/wp-content/uploads/2018/04/ABC-Ramps-Presentation\\_2020-Partners-1.pdf](https://www.the2020partners.com/wp-content/uploads/2018/04/ABC-Ramps-Presentation_2020-Partners-1.pdf)**

Lisa Austin advised the ABC Ramps (<http://www.abc-ramps.com/index.htm>) are owned by MnDOT, managed by Minneapolis Public Works, and ABM Parking Services operates their combined 6,603 parking stalls. Along with high-occupancy vehicle (HOV) lanes, the ramps were built in the 1989-92 timeframe as part of the I-394 construction using Federal Aid Interstate funds for the purpose of providing discount carpool parking and to have programs aligned with the City's parking system goals and the I-394 Corridor Management Plan. Federal law requires them to increase the people carrying capacity on I-394, as well as on the other interstates, into downtown Minneapolis.

Their main program is the reduced price parking for contract holders, i.e.: \$20 monthly for carpoolers coming from the west; \$99 monthly for all other carpoolers; and \$150 monthly for single occupancy vehicles. If you add it up, two people driving alone pay \$300 a month or they each pay \$150 a month if they carpool; an incredible incentive to carpool.

Austin then explained the 10-year trend for carpool (HOV) contracts versus regular (SOV) contracts from 2005 to 2016. Today less people are carpooling, but there's been an increase in the usage of the ramps so they have to do something different. It's a 27-year-old program and things have changed so they surveyed customers on how they get to work and how do they wish to get to work. The majority said they drove alone but wished they didn't; they'd rather carpool or transit or bike. Some of the early

feedback is that they need flexibility. They also heard loud and clear people want to feel safe.

As a result of the feedback they received, they are in the process of developing ideas for new programs, e.g., daily carpool rates, ride matching mobile applications, and products for people who sometimes need to drive, the latter two of which will help alleviate some of the parking demand issues.

Austin then discussed how to use the ramps better because they and I-394 create a barrier between the North Loop and the rest of downtown. If you walk through the ramps you notice there's tons of extra space so what can they do to make that space a better experience and connection between the downtown areas. A concept that has come along is a mobility hub, i.e., remodel the ramps with improved wayfinding, additional transportation services, programming and use of space. More about this is forthcoming.

Lastly, Austin provided information on what they are doing to help navigate through the I-35W construction: \$20 carpool construction special; expand boundaries to support commuters affected by the construction; and visit Move Minneapolis at <http://moveminneapolis.org/>.

For those interested in these programs, she can be reached at [Lisa.Austin@state.mn.us](mailto:Lisa.Austin@state.mn.us).

**6. Placemaking <https://www.the2020partners.com/wp-content/uploads/2018/03/Placemaking-and-BIDs-The-Musicant-Group.pdf>**

Max Musicant, Founder and Principal of Musicant Group (<http://www.musicantgroup.com/>), introduced the audience to the concept by first conducting a brief “placemaking” exercise by asking them to (1) move their chairs so that they could be alone; (2) move their chairs so that they could be next to one other person; (3) move their chairs so that they could be in a group of 4-5; and (4) move their chairs to where they can best listen to his presentation. He explained movable chairs are a metaphor for placemaking, i.e., adapting an environment to make it conducive to what we really want to do, feel and experience. In any given space, whether inside or out, public or private, places that we can adapt, alter and change to be most conducive to the things we want to do, experience and feel are the places we will seek out.

Unfortunately, a lot of our environment is like stationary benches and unlike movable chairs in that they are good at one or two things but are fixed in place and unwieldy. Through the physical milieu, rules and regulations, and cultural norms, a lot of our environment is in the bench world. Through placemaking we can transition our environment more into a movable chair world.

Why does this matter? Because of three macro trends happening in the world reshaping communities of commerce: (1) mobility technology is freeing up people to do whatever they want whenever they want; (2) what people are buying with all this freedom is experiences rather than objects; and (3) the experiences people want are social because we're not serendipitously running into each other in part because of all the screen time. People are creating, seeking out and paying for social experiences. How do we take advantage of this situation? The strategy for all different types of communities of commerce is to create places where people want to be that deliver valuable experiences.

The strategy of place is if people have positive and useful experiences in a given location, they will use it more, and by using it more they'll start establishing habits and routines. Through habits and routines, relationships with each other and commercial enterprise activities are established. Through these regularly occurring movements and usage, people can support businesses more than one time occurrences thus creating economic and social value.

How are these experiences best delivered? By thinking holistically and systematically for each place combining design and physical elements, management and stewardship, and events and activities

through a constant cycle of user engagement, communication with all parties, and data collection and evaluation to gauge what works and what doesn't to create places where people want to be.

Then he summarized some of the benefits they have created through placemaking in downtown and the North Loop.

Musicant then explained one of the reasons he was brought in was because 2020 Partners is exploring starting a Business Improvement District or Special Service District and, based on his experience, the best way for a district to deliver exceptional user experience is through bids. He learned how to do this by working on bids in New York City with people involved in the Bryant Park Corporation, Grand Central and 34th Street areas. Bids have proven to be extremely successful in creating a long-term improvement, and delivering experiences at every level that are valuable for users and owners alike. Bids can be powerful because they provide sustainable funding which allows them to be opportunistic, they can be holistic (reference his Venn diagram), and they can provide a flexible set of services that can be adapted to whatever the district wants or needs.

In the Twin Cities, the DIDs are doing an awesome job at the foundation work on clean, safe and green, but he thinks they have only scratched the surface on what BIDs and SSDs can offer. These organizations can do literally whatever the owners and paying organizations want them to do, and many larger organizations get involved in furniture and fixture installations, activating and programming events, marketing and promoting the area, and business and retail recruiting. Given the uniqueness of the North Loop, clean, safe and green may not be the most pressing need and some of the other activities may be even more value added.

He thinks the biggest opportunity going forward, using the Venn diagram, an ecosystem of design management and events, is to reweave the best experiences between the major anchors in the North Loop – Mississippi River, Washington Avenue, CBD, ballpark, stadium, LRT, North Minneapolis – and nurture and sustain a mixed-use, multipurpose district against homogenization. Some strategies for the North Loop to implement include: creating an entity that can promote and deliver a unique experience; seeing every space as an opportunity for a social space; using small installations to create socially active links between disconnected areas; using daily/weekly programming to foster new habits; and recruit retailers to foster a compelling multipurpose, strolling experience.

Musicant advised if they'd like to dive deeper to reference his free toolkits: *Placemaking Strategies for Commercial Districts, Friendly Storefronts, and Friendly Frontyards*.

## **7. North Loop Neighborhood Association**

Vice President and Website Chair Diane Merrifield advised they held a great Pedestrian Safety meeting on May 10th; they've had a big concern with the traffic particularly because when the bike lanes were put on Washington Avenue and the two two-way traffic lanes were constricted to a single lane, traffic moved onto 2nd Street causing a lot of heavy and fast traffic as well as difficulty for pedestrian crossings. Discussions have been held with the MPD and Public Works for a long time, but they agreed to hold a meeting on 2nd Street and 4th Avenue by the railroad overpass outside at rush hour. Also in attendance were Ward 3 Council Member Steve Fletcher and his aide and a large group of neighbors.

While City staff was a little skeptical coming into the meeting, they were no longer afterwards as they almost got nailed while trying to cross the street as well. The takeaways are the NLNA is purchasing cones with "Stop for Pedestrians, State Law Requires Stopping for Pedestrian" signage that they will install on 2nd Street at 4th and 8th Avenues; and the MPD will be policing the area more frequently and they have witnessed tickets being issued on 2nd Street. Public Works was talking about putting bump-outs in the 2019 Capital Improvement Projects budget, but the neighborhood doesn't think they are helpful because it's a visibility problem and would rather have stop signs.

Other safety issues were discussed and the MPD was encouraged to provide better patrolling of the neighborhood overall.

Merrifield then reported on the successful and well attended Food Truck Fair held on Sunday, May 6th at the Heritage Landing Courtyard. It will now be an annual event and, based on feedback, there are things that will need to be improved.

Upcoming events include: (1) because a snowstorm occurred on the April 18th Earth Day, the Washington Avenue cleanup event was rescheduled to Saturday, May 12th and was well attended; (2) National Night Out is on Tuesday, August 7th and the game plan TBD; (3) plans are underway for a street artist chalk fest on Sunday, August 19th; and (5) plans are underway for the annual meeting on Wednesday, January 30, 2019 at Muse Event Center.

## **8. Adjournment**

Koch thanked everyone for attending and reminded them the Tuesday, July 31st meeting will be the annual meeting and that their most important work occurs between these meetings at the Steering Committee level and in small groups. The meeting then adjourned at 6:36 p.m.