

**Whittier Alliance Business Association Committee- Draft Minutes
Wednesday, February 10, 2010 4-5:30 at Hennepin History Museum**

Present: Lisa Vecoli (MIA), Jim Hubble (Edina Reality), Erica Christ (Black Forest), David Schuster (Lost & Found), Liz Grzechowiak (Azia), Nimco Ahmed (Ward 6), Hez Obermark (HCMC), Lisa Rothschild (Falls Agency), Sharon Lund (Falls Agency) **Presenters:** Deb Sweetland (Hennepin County Medical Center), Chelsea Arkin (5th Precinct, Minneapolis Police Department), Jada Hansen (Hennepin History Museum) **Staff:** Marian Biehn, Jessica Rosenberg

Call to Order at 4:15 by Erica Christ, BA Chair, followed by introductions. Erica recognized the Conflict of Interest & Standard of Conduct policies. The agenda was approved with. The CI-BA Committee Minutes of January 10, 2010 were reviewed.

Spotlight on Business- Hennepin History Museum – Jada Hansen. HHM has four galleries open, and rotating exhibits. Right now, Icons for the Bereaved is back by popular demand; an exhibit of post-mortem photographs, cemetery symposium, about traditions of death and dying. All of the programming is Hennepin County based, tends to be slightly more Mpls centered. They have a great research library and archives, genealogy materials, photographs, birth and death documents, yearbooks going back to early 1900's. Last year HHM hosted its first Jr. Docent for 7th and 8th graders, teaching kids how to be curators: what causes you to choose an exhibit, how to you pick pieces, how do you get them. The mansion was built in the 1919, suggests earlier. Was built for Georg Christian who, passed to Carolyn Christian, donated to MIA, who sold it to HHM in 1957. HHM restored the floors, are restoring windows. How do you decide what donations to take? Has to have a Hennepin County tie: made here, collected by someone here. Capacity is an issue: can't be anything too large, and they already have 3 old stoves from the same time. Had HHM been struggling in the 90's? They'd been without an ED for 15 years, Jada was hired in 2005. Since then have been in the black every year. 2 full time staff, 5 parttime. The space is available for rent. They do fireside chats in the winter. Coming up: one on genealogy, one on bereaved exhibit. Erica mentions our historic context study. One idea is to get an historical affinity group of interested people together, and to have it meet here. Jada says they'd be happy to do an introduction, MB notes how helpful the archivist is.

5th Precinct Update - Chelsea Adams, brought crime maps showing burglary, selected thefts, and motor vehicle theft. Chelsea asked public works about theft from motor vehicle signs. They said it isn't in the budget. She is going to go back, ask what the budget problem is. Perhaps owners can put up some money, it could happen, on Eat Street, Garfield by Lake. For business owners, tell staff to call on prowlers. Chelsea will do security checks anywhere for free. We do have flyers for car windows, recommend put them into all cars so that it doesn't target cars with items to steal. It has been quiet this year, but we do have some people out on MO right now. Watch/look back doors. Two places have had phone lines cut. Purses on chairs, in supermarkets is an issue. Whittier already has majority of police focus in precinct: 2 beat cops, a lot of MPD here. Liz shares that Azia has done it all: lighting, videos, signage. No rhyme or reason to when it happens, and has not felt that MPD has been responsive to their calls or efforts. Chelsea will come out to look. They do pay attention to robbery, burglary, theft from motor vehicle. DNA is really helpful, but city is so backed up, it takes two months to get fingerprints though. If owner doesn't send video, it won't get assigned. If you have it, send it, and Chelsea will follow up. They might arrest people, but court system is backed up, prisons are full. Community impact statement can go to court, make a difference in sentencing. Whose job is that to get a community impact statement together? How do we know when cases are happening? Chelsea doesn't always know. 5th precinct attorney Chris Dickson knows. Higher profile, chronic cases, Chris will let Chelsea know. Steven's Square has a court watch, follow people through court process, so that people who are less high profile city wide, but are big in n'hood can be tracked. Evidence, video,

will be very helpful. If there is no evidence, just a crime report, is more cost effective to report to 311 then sending an officer out through 911.

Hennepin County Medical Center - Deb Sweetland Hez Obermark will be the primary n'hood contact. She is the practice manager for HCMC-FMC. Things are going well on the building: steel is up, fiberboard, and then they'll begin to put up the brick. When exterior is sealed, building will go much faster. No safety losses on the job; staff are going to businesses in the n'hood. Upcoming: one lane on 28th will be blocked for construction, for two weeks. Coming Soon signs are up. Will be open late summer, early fall. Two integrative health practitioners will be part of the practice-- acupuncture and chiropractic. There will be a pharmacy on site, walk in and urgent care; but is not an ambulance destination. Some businesses have asked about parking after hours. They haven't gone there yet, will have to see. And what 'after hours' will be isn't determined yet. Basic hours will probably be M-F, 9-5, TT til 8. Saturday 8-12. HCMC is engaging community in bringing artwork into building: MIA, MCAD, community artists. Want to plan community arts on walls, and also dynamic art engaging people. First brainstorm session was great, will be more to come. Hez asks who from HCMC is most useful at BA meetings, operations or community person? Erica says it is good to have someone who has knowledge and interest in the n'hood, so when we are weighing merits of things, someone has a sense of the community interest. Have you had anyone look at site from a crime prevention viewpoint? All the plans went through CPED. Lots of people had opinions, that all went in. LEED certification also effects building. HCMC has a security division doing the planning, but couldn't hurt to have another set of eyes. One goal is to make the clinic open, friendly, accessible. Want to keep doors open, not key pads on every door. Balancing that with security needs, they have the ability to shut down sections if it becomes an issue. Will have security person during open hours. Noted that MCAD/MIA has parking lot staff. If that is possible, makes a big difference.

Commercial Corridor Design Guideline are in the final steps! The n'hood made the Nicollet Franklin Pedestrian Overlay, worked on zoning with the city, then put together design guidelines to cover what can't be zoned for, to suggest to business owners useful and inspiring design guidelines. The guidelines are not trying to be prescriptive or restrictive. What the group working on this really likes is the creativity, what we don't like is basic, plain looks. We want something more interesting to live in, look at, work in. But it is hard to tell someone to build something eclectic. We are trying to tell developers, 'your great interesting development will be welcome here.' We want these to inspire people. We don't want to look like the other n'hoods in Mpls. Some n'hoods want clean homogenous look. We want a heterogeneous look, a place where an architect or developer can take a risk, put old next to new, etc. The guidelines are broken out by sections: lighting, entry, water, etc. In each section, have Description, Intent, Elements, Feel. This is aimed at commercial corridors. Some developers have looked at it, and used it. Others have looked, and just gone ahead and done the corporate box, then tried to convince us otherwise. This won't be an adopted city ordinance. But city staff will support it, and if they run into something abrasive, the city can use this. We'll be back to get a vote for n'hood adoption.

Old & New Business Lost and Found is having a fashion show 2/11/10. Pre sale \$5. After party at Azia. **Facade Improvement Grant** - Lighting, doors, signage, Awning not preferred. Lyndale, 2-1 match Nicollet 1-1. **BA-CPED grant** - Marketing Commercial Corridors. We have until 8/31 to spend it. We want to continue marketing vacant store fronts on commercial corridors. Need info, research, deciding. MCAD vacant store front art project going forward? Will be presented at March. **May Day Soiree** - Benefit for Whittier. Is happening. Not sure what night yet. **Graffiti Removal** - Available removal materials. Whittier Annual Meeting: April 8th!

Meeting adjourned at 5:35. Minutes submitted by Jessica Rosenberg
Next meeting: March 10, 2010