

PARK COMMITTEE

Thursday, May 8, 2014

4 - 5:30 p.m.

Room 319 City Hall

Meeting Minutes

Committee members present: Co-Chairs: Tom Fisher and David Wilson. Members: Bruce Chamberlain, Dan Collison, David Fields, Jacob Frey, Brent Hanson, Penny Hunt, Barbara Johnson, Michele Kelm-Helgen, Aron Lipkin, Peggy Lucas, R.T. Rybak, Mike Ryan

Committee members excused: Members: Hussein Ahmed, Lester Bagley, Eric Laska, Peter McLaughlin, David Miller, Tom Nordyke, Jim Norkosky, Brian Pietsch, Matt Tucker, Trent Tucker

Guests: Ale Matos, Arlene Fried, Liz Wielinski, Jennifer Downham, Josh Goldenberg, Edna Brazaitis, Varun Kharbanda

Staff/consultants present: Kjersti Monson, Ann Calvert, Beth Elliott, Heidi Hamilton, Ben Hecker, Brian Schaffer, Marsha Wagner

1. **Welcome and Introductions.** Chair David Wilson called the meeting to order at 4:05, and invited the Park Committee members to introduce themselves.
2. **Committee Business**
 - a. **Approval of Minutes of 1/09/14 Meeting** – It was MOVED and SECONDED that the minutes be approved. Motion CARRIED.
 - b. **Approval of Amended Minutes of 12/12/13 Meeting** – Item 4, Park Overview, addition of reference to Appendix C – Downtown Signature Park Program Options. It was MOVED and SECONDED that the minutes be approved. Motion CARRIED.
 - c. **Parkmaking 101:** PowerPoint presentation by Matt Tucker on December 12, 2013, has been posted on the [website](#). Copies for Park Committee members will not be provided; members can print it on their own if they wish.
3. **Super Bowl.** Michelle Kelm-Helgen reported that the Minnesota Sports Facilities Authority submitted a bid for the 2018 Super Bowl, and is one of three finalists, along with Indianapolis and New Orleans. Final bids were due on May 6. NFL owners will meet on May 20 in Atlanta; a decision will be made and announced that day. The three co-chairs of the bid committee—Richard Davis, chief executive officer of U.S. Bank, Marilyn Carlson-Nelson, former chairman and chief executive officer of Carlson Companies, and Doug Baker, chief executive officer of Ecolab—have done a tremendous job. Within one week they raised 75% of the funds needed to support the bid, which is a very strong selling point going into the bid process. On May 20 the Vikings will lead the effort, and the Wilfs will make a presentation to the owners.

Hosting the 2018 Super Bowl would have a great impact on the region and state, and the economic impact is very significant. More than 100,000 people are expected to attend the weeklong event, most spending 4-5 days. Most area hotels have stepped up; 19,000 rooms are required. Downtown Minneapolis will be the nucleus, but the cities of St. Paul and Bloomington (Mall of America) will also host events.

It is important to land this first big event, not only to show how the area works (i.e. security perimeters), but also because the NFL will put in place and pay for a lot of the infrastructure. Interest in the new stadium has also been shown from various entities, including BCS championships, NCAA Final Four, country music awards, and concerts.

When questioned about what the bid contained concerning the park, Ms. Kelm-Helgen said that was confidential at this point; they don't want to tip their hand to the other cities bidding on the Super Bowl, and according to state statute bids are not made public. The NFL will influence what and where different events will take place, involving the city, staff, Park Board, Wells Fargo and Ryan in the conversation. The Armory could be an important piece as well, as an event center.

- 4. Lawsuit.** The lawsuit filed in Hennepin County District Court in December 2013 related to the Ryan Development was dismissed. Collaboration between the city and Park Board continues. On May 16, 2014, decision makers will begin a series of meetings intended to determine how to proceed with regard to ownership and operation of the park. The work of this city-appointed Park Committee has until now been placed on hold until that determination is made. If the Park Board takes the lead, next steps are uncertain; they might convene a Community Advisory Committee, with the Park Committee continuing to play an important advisory role on programming.

In subsequent discussion, several Park Committee members expressed concern about the short time frame between now and the opening of the Stadium in 2016, and the importance of identifying specific park features as a prelude to raising funds. Although the Minnesota Vikings have donated \$1 million, other corporate entities are hesitant to donate funds because they don't know how they are going to be used. It was proposed that a simple, Phase 1 park could be accomplished by 2016, with a more robust park being developed as more funds are raised. Council President Barb Johnson said that the deal in place with Ryan provides for the construction of a basic park. She added that a more basic park design is suitable for how the park would be used for the Super Bowl (it will largely be tented over), and meanwhile we will work toward the more enhanced park to be built as Phase 2. Tom Fisher commented that the dual track is do-able, and that it will allow the necessary time for fundraising in order to achieve the bigger long term vision.

- 5. Park Usage.** Miles Mercer, City of Minneapolis Economic Development, discussed the Urban Park Use Agreement executed in February, 2014, between Ryan Companies and the Minnesota Sports Facilities Authority (MSFA). The City of Minneapolis, Minnesota Vikings and Park Board assisted in negotiating the agreement.

The agreement sets forth how many days MSFA and the Minnesota Vikings have for programming each year. Each has certain rights; MSFA can use the eastern block, and the Vikings get the use of the entire park. MSFA has up to forty (40) 24-hour days per year. The Vikings have preseason and regular season home games plus postseason; each day is 72 hours, encompassing one day prior to and one day following each home game.

Urban Park design recommendations (p.12 of the agreement) are to be developed by a collaborative public process, and are subject to several conditions: (a) enhancements will be comparable to standards for Gold Medal Park, including mature trees, seating, lighting and paving treatments, but without the mound; (b) it will provide for flexible programming of the space with an open core, locating any permanent structures on the perimeter; and (c) it may include a playing field with high quality durable turf. No parameters were set forth about events.

- 6. Principles and Next Steps.** Kjersti Monson distributed a revised Vision, Principles and Program Value Map [Appendix A], incorporating changes from previous discussion at the January 9 meeting. She reiterated several key points that were agreed upon: the Park Committee valued flexible use, thought it was important to serve residents every day plus meet the needs of visitors, provide active and also passive programming, on a year-round basis.
- 7. Next Meeting.** Scheduled for Thursday, June 12, Room 319 City Hall; next steps will be determined by what happens at meeting on May 16.
- 8. Adjournment.** The meeting was adjourned at 5:32 p.m.