

**DESTINATION MEDICAL CENTER CORPORATION  
BOARD OF DIRECTORS**

MINUTES

November 8, 2013

- I. Call to Order. Chair Tina Smith called the meeting to order at approximately 11:00 a.m. in the University of Minnesota Rochester Auditorium located at Campus University Square, 111 South Broadway, Rochester, Minnesota.
- II. Roll Call. In attendance were Chair Tina Smith, Mayor Ardeell F. Brede, Commissioner Jim Bier, City Council Member Ed Hruska, Susan Park Rani and Mayor R.T. Rybak. James R. Campbell participated in the meeting via Skype.

William George participated in the meeting via Skype and telephone for part of the meeting.

Chair Smith welcomed the Board of Directors as well as the community present to the meeting of the Destination Medical Center Corporation Board (the "Board").

- III. Adoption of Agenda. Commissioner Bier moved adoption of the agenda. Mayor Brede seconded.  
Ayes (7), Nays (0), Motion carried.

- IV. Approval of Minutes. Mayor Brede moved approval of the minutes from the meeting of September 26, 2013. Susan Park Rani seconded.  
Ayes (7), Nays (0), Motion carried.

- V. Chair's Report. Chair Tina Smith welcomed the community to the meeting including a specific welcome to the elected officials. State elected officials in attendance included Representative Tina Liebling, Representative Kim Norton and Senator David Senjem. In addition to DMCC Board Members, City elected officials in attendance included City Council Member Mark Hickey, City Council President Randy Staver and City Council Member Mark Bilderback. Chair Smith also thanked County Administrator Richard Devlin and City Administrator Steve Kvenvold for attending the meeting.

- A. Update on Governing Documents. Chair Smith provided an update on the status of the negotiations of the DMCC Governing Documents. At last meeting, the DMCC Board approved Chair Smith and DMCC legal counsel to move forward with negotiating the documents for DMCC approval. The documents currently being negotiated include the DMCC Articles of Incorporation, DMCC Bylaws and DMCC agreements with both the EDA and the City of Rochester.
- B. DMCC Web Site. Chair Smith reported that the DMCC website will be launched as of the date of this meeting ([www.dmccorporation.org](http://www.dmccorporation.org)). The website has been designed to provide information on the mission and purpose of the DMC Corporation and information about DMC meetings and activities. It also links to the DMC website ([www.DMC.MN](http://www.DMC.MN)) and the City of Rochester website ([www.rochestermn.gov](http://www.rochestermn.gov)).

The DMCC website also contains email addresses for the public to communicate directly with the DMCC Board Members. Chair Smith indicated that the DMCC Board members should contact Lisa Clarke, the EDA Executive Director, if they have any questions on the use of the email addresses.

- C. DMCC Assistant Treasurer. In accordance with the DMC legislation, Chair Smith appointed Dale Martinson, the City of Rochester Director of Finance and Information Technology to act as Assistant Treasurer of the DMCC. Chair Smith thanked the City and Mr. Martinson for agreeing to serve in this role.

- VI. Officers. Chair Smith nominated Commissioner Bier to act as Treasurer of the DMCC Board of Directors for a one year term ending November 30, 2014 or until his successor is appointed.

Resolution No. 04-2013: Election of Jim Bier to act as Treasurer of Destination Medical Center Corporation, dated November 8, 2013, on file with the DMCC.

Chair Smith moved approval, Mayor Brede seconded.

Ayes (7), Nays (0), Motion carried.

- VII. Overview of the Enabling Legislation. Chair Smith invited Representative Norton and Senator Senjem to say a few words about the legislation. Thereafter, Kathleen Lamb of McGrann Shea Carnival Straughn & Lamb (McGrann Shea), DMCC's legal advisor, provided an overview of the DMC legislation.

Chair Smith thanked Senator Senjem for his work in the Senate, and Representative Norton for her work in the House.

Discussion ensued. Amy Supple, of Hammes Company and the Project Manager for the EDA, then addressed the practical applications of how the funding model would work.

- VIII. Economic Development Agency ("EDA") Report.

- A. Announcement of the EDA Board of Directors: Dr. Patricia Simmons, Chair of the EDA Board of Directors, provided an update on the appointments that had been made to the EDA Board. Dr. Simmons indicated that the legislation directed Mayo Clinic to appoint the Board and that Board Members had been appointed who had experience in real estate, finance, public-private partnerships, communications and marketing skills.

Dr. Simmons introduced the members of the EDA Board:

- Jerry Bell, former president, Minnesota Twins
- Lisa Clarke, Executive Director, DMC Economic Development Agency and Community Engagement Division Chair, Mayo Clinic Department of Public Affairs
- Patricia Simmons, M.D., chair of the EDA Board, DMC physician lead, Mayo Clinic



- Gary Smith, Olmsted County resident, president, Rochester Area Economic Development Inc. (RAEDI)
- Wendy Wood, Rochester resident, senior investment manager at University of Minnesota Foundation Investment Advisors
- Srilatta Zaheer, Ph.D., dean, University of Minnesota Carlson School of Management

Chair Smith congratulated Dr. Simmons on the appointments of the EDA Board and thanked the community for assisting Mayo in identifying the members.

- B. Presentation of DMC Work Plan. Dr. Simmons presented the DMC Development Plan Work Plan and reviewed the goals and objectives that had been established by the DMCC Board of Directors in previous meetings.

1. Community Outreach Plan. Lisa Clarke reviewed the community outreach plan. Ms. Clarke indicated this process was set up to educate the public about the DMC, participate in the process of determining the plan and inform the public about how decisions may impact the community.

Ms. Clarke indicated that there have been more than 200 meetings and public forums, social media efforts and many other outreach efforts to date. In addition, the DMC team recruited more than 100 volunteer ambassadors who are helping with outreach in the community.

Ms. Clarke indicated the next phase of work is to pull together a broad based community group to establish a framework for planning and public outreach in 8 core areas of the project. Overall approximately 80 persons will be involved in the planning process. From this work the EDA will undertake the larger community input process which will include public forums, social media, streaming sessions and small and large meetings.

Mayor Rybak indicated support for the Community Outreach Plan. He suggested that a focus be added on nature to the Sports and Recreation section and that entertainment be added as a focus to the Arts and Culture section.

Chair Smith encouraged DMCC Board members to attend some of the community outreach sessions.

Commissioner Bier asked how the public would be notified of the meetings. Ms. Clarke indicated there would be public notices and notices through the web sites and other social media tools.

Chair Smith asked if there would be a place for people to register their interest and/or comments on the web site. Ms. Clarke indicated that the web sites provide information on meetings and a place to comment. She went on to state that if people are interested in participating they could attend the Ambassador meetings.

Ms. Park Rani asked how the information from these meetings will be integrated in planning efforts for DMC Development Plan and City Comprehensive Plan. Ms. Clarke indicated that the planners will be at the meetings and will use the feedback as part of the planning process, and that a working group has been created with the City to facilitate the coordination of the planning efforts.

2. Request for Proposal (RFP) Process. Dr. Simmons reviewed the request for proposal process. Dr. Simmons indicated the process had been developed with DMCC leadership. It requires the issuance of RFPs for the main planning areas of the DMC Development Plan. The EDA will administer the process and select planning consultants. Those RFPs that the DMCC and EDA Chairs feel are of importance to the public will come back to the DMCC Board for final approval. Dr. Simmons reviewed the schedule for the RFPs. The schedule indicates that the recommendations will return to the DMCC Board at the next meeting.

C. Action Items.

1. Resolution No. 05-2013: Approving Destination Medical Center Development Plan Process, dated November 8, 2013, on file with the DMCC.

Council Member Hruska moved approval, noting the amendments from the discussion to add the word "nature" to the Sports and Recreation section, and the word "entertainment" to the Arts and Culture section. Mayor Brede seconded.

Ayes (7), Nays (0), Motion carried.

2. Resolution No. 06-2013: Encouraging Maximum Public Engagement and Participation in the Community Outreach Plan, dated November 8, 2013 and on file with the DMCC.

Mayor Brede moved approval. Ms. Park Rani seconded.

Discussion ensued. Commissioner Bier asked for clarification on the 7 core areas in one part of document and 8 community focus areas. Ms. Supple indicated this is because transportation is added as a focus area in the community input process. However, in the Development Plan, the Master Plan contemplates the 7 core areas listed in the legislation. Transportation is its own section as part of the Development Plan.

Mayor Rybak stressed the importance of the focus on transportation. He suggested that the downtown should not be dominated by parking ramps, and asked that DMCC focus on the importance of the transportation initiatives on other communities.

Councilman Hruska indicated that transportation is important because it's the first and last impression.

Ayes (7), Nays (0), Motion carried.



3. Resolution No. 07-2013: Approving the Issuance of Reports for Proposals for Consultants, dated November 8, 2013 and on file with the DMCC.

Mayor Rybak moved approval. Council Member Hruska seconded.

Ayes (7), Nays (0), Motion carried.

IX. City of Rochester Update on Comprehensive Plan. Phil Wheeler and Mitzi Baker of the City of Rochester presented the City's process for executing the Comprehensive Plan.

Mr. Wheeler reviewed the geographic area for the plan which is coordinated with the Rochester Olmsted Council of Governments planning area. Mr. Wheeler indicated that the City has been consistently working on updating its planning documents to address demands, including: 1) In 2009 the City adopted a street policy; 2) In 2010 the City updated its long range transportation plan; 3) in 2010 the City updated the general plan for Rochester Service Area and Olmsted County; 4) in 2011 the City updated the Downtown Plan. This plan recognized the growth of employment contemplated by DMCC; 5) in 2012 the diversity in housing study was undertaken and a watershed management plan, and; 6) in 2012 several core area plans were undertaken.

Mr. Wheeler indicated the City has issued a Request for Qualifications to update the City's Comprehensive Plan. Ms. Baker reviewed the process and indicated that the RFQ's were issued in October. The City plans to select its consultants in January. The approach will include inter-agency collaboration. It will also include collaboration with DMCC and EDA, including involvement in the selection process. The schedule identified for the process assumes that options are being reviewed in the fall and approval of the plan occurs in 2nd/3rd quarter of 2014.

A. City/DEED Agreement. Gary Neumann provided an update on the City's discussions with the State and DEED. Mr. Neumann indicated that the DEED agreement provides an overview of the financial arrangements.

X. DMCC Meeting Schedule. Chair Smith requested the approval of 2014 DMCC Board Schedule. This schedule will be posted on the web site. Chair Smith noted that we indicated the meeting room would likely change on the schedule going forward.

Mayor Rybak moved approval. Commissioner Bier seconded.

Ayes (7), Nays (0), Motion carried.

XI. Adjournment. Chair Smith requested a motion to adjourn.

Commissioner Bier moved approval. Mayor Brede seconded.

Ayes (7), Nays (0), Motion carried

The meeting was adjourned.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Lisa Clarke', positioned above the printed name.

Lisa Clarke

Secretary

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