

**DESTINATION MEDICAL CENTER CORPORATION
BOARD OF DIRECTORS**

**MINUTES
May 26, 2016**

- I. Call to Order. Chair Tina Smith called the meeting to order at 9:30 a.m. at the Mayo Civic Center, Riverview Suite, located at 30 Civic Center Drive SE, Rochester, MN 55904.
- II. Roll Call. In attendance were Chair Tina Smith, Council Member Mark Hickey, Jim Campbell, R.T. Rybak, Commissioner Jim Bier, Susan Park Rani, Mayor Ardell Brede and Michael Dougherty.
- III. Approval of Agenda. Chair Smith asked for a motion to approve the agenda. Commissioner Bier moved approval. Mayor Brede seconded.

Ayes (7), Nays (0), Motion carried.
- IV. Approval of Minutes. Chair Smith requested approval of the Minutes from the meeting held on April 18, 2016. Mayor Brede moved approval. Ms. Park Rani seconded.

Ayes (7), Nays (0), Motion carried.
- V. Public Comment Period. Chair Smith invited members of the community to provide comments.

Ken McCraley, owner of KMS Air Duct Cleaning of Minneapolis, MN, asked about efforts to include small- and minority-owned- businesses in the DMC initiative.

Rick Morris, a Rochester resident and Sierra Club member, thanked and congratulated the Board on passing Resolution A related to energy and sustainability in April.
- VI. Chair's Report. Chair Smith announced the June 23, 2016 meeting of the DMCC Board, EDA board, and Rochester City Council and mentioned the proposed agenda items. She reported that on April 17, 2016 the Minnesota State Senate approved the appointments of Chair Smith, Ms. Park Rani, Mr. Campbell, and Mr. Rybak to the DMCC Board. Finally, Chair Smith noted that the McKnight Foundation recently approved the EDA grant request for administrative support for the implementation of the DMC energy and sustainability goals.
- VII. City of Rochester.
 - A. Report on Projects Pending or Underway. Randy Staver, Rochester City Council President, updated the Board on several ongoing projects, including the Lofts at Mayo Park, Buckeye Flats, Alatus project, Conley Maas, the Bloom project, Broadway at Center, Senior Center and the Recreation Center. He also reported on the current status of the public design guidelines crafted in partnership with the University of Minnesota Metropolitan Design Center. President Staver also reviewed the terms of the City of Rochester's approved request to the DMCC Board in April 2015 related to the acquisition and renovation of the Historic Chateau Theatre and the ongoing work of the Chateau Theatre Re-Use Task Force.
 - B. Transportation Management: Update. Ken Holte, SRF Consulting, and Richard Freese, City of Rochester Public Works Director, reviewed the ongoing work to engage

sub-consultants for the transportation program studies. City, County, and EDA staff all participated in the sub-consultant team selection process. SRF Consulting will work to finalize the study scopes and schedules and will continue to meet with stakeholders and sub-consultants.

Mr. Rybak stated his concern that the transit studies are not occurring as quickly as needed to keep pace with development projects, shaping how vehicles and pedestrians move throughout the DMC district. Chair Smith, Commissioner Bier, Mayor Brede, Mr. Dougherty, Ms. Park Rani and Mr. Campbell echoed and elaborated on Mr. Rybak's concerns. Mr. Rybak suggested that a small group be formed to resolve the issues around transportation planning and that a more detailed report should be offered in June 2016. Mr. Freese noted the complexity involved in seeking federal, state, county, and/or city transportation funding. Commissioner Bier offered to ask county staff to assist.

VIII. Project Updates

- A. Bloom Project. Lisa Clarke, EDA Executive Director, Steve Kvenvold, City Administrator of the City of Rochester, Sameh Muhtadi, Bloom Realty CEO, and Jonathan Golli from the architecture firm AE7, provided a status update on the proposed Bloom project, located at 4th Street and 2nd Avenue, within the Development District. A hotel, restaurants, retail, indoor and outdoor public space, apartments and parking are all included in the design concept. The goal is to obtain final approvals by the end of 2016.
- B. Second Street – Saint Marys Place Subdistrict. Patrick Seeb, EDA Director of Economic Development and Placemaking, and Ms. Clarke provided an update on the Second Street – Saint Marys Place Subdistrict planning efforts. Mr. Seeb reported that the City and EDA have met with stakeholders in the area over the last few months to define a public realm design process. A 14-day “design sprint” will be completed with the goal of creating recommendations regarding public investment in the subdistrict.

IX. Economic Development Agency.

- A. EDA Update. Ms. Clarke updated the Board with respect to: Experience Accreditation; the EDA's continuing work with Wilder Foundation; the DMC Dashboard; the awarding of the McKnight Foundation grant and the EDA's discussion with CEE; and the first ever Rochester “Placemakers” Prototyping Festival that will be held in September. The Prototyping Festival will occur at the same time as Mayo Clinic's international “Transform” Conference.
- B. Discovery Square Strategy and Bio International Conference. Jeff Bolton, EDA Board Chair, and Vice President of Administration, Mayo Clinic, Mr. Seeb and Ms. Clarke offered an update on Discovery Square. Mr. Bolton reported that Mayo Clinic is consistent with projections and the Mayo Clinic Board of Trustees has approved over \$50 million for capital investment projects in Rochester. Mayo Clinic continues to build alliances with companies and economic development efforts.

Discovery Square will serve as the “economic engine” of the DMC, and the role of the EDA will include facilitating the development of the physical environment, creating the culture and relationships necessary for long-term success, and promoting and marketing Discovery Square. The EDA has created partnerships with many local, regional, and statewide entities, including the University of Minnesota. Mr. Rybak recommended that the DMCC Board and EDA identify when and how the DMCC or EDA leads or participates in the development of an entrepreneurial ecosystem and Discovery Square.

- C. Heart of the City: Public Space Design Update. Mr. Seeb and Mayor Brede provided an update on the Heart of the City public design process. Activating Peace Plaza, First Avenue, and other public spaces is a priority in the Heart of the City. An RFQ was issued to create a public space design, and eleven firms responded to the RFQ. Of the eleven firms, six were chosen to submit more detailed proposals. A 14-member community advisory committee completed the review of the RFQ's and will review the RFP's for submittal to the DMCC Board and the City Council. Mr. Rybak suggested that activating street-level space should include consideration of the subway and skyway pedestrian traffic, as well as whether more can be done to make the streets pedestrian friendly.

Ms. Clarke gave a brief update on the Bio International conference, the largest bio-med-tech conference in the world.

- D. Marketing Plan: Update. Mary Welder, EDA Communication and Community Relations Director, and Molly Hull and Rob Rankin from the marketing firm Clarity Coverdale Fury (CCF), provided an update on the marketing plan. The strategies and tactics in the marketing plan are grounded in the goals of the DMC Development Plan and center on "Innovation," "Talent," and "Place." CCF has identified multiple audiences and has tailored marketing tactics to reach them. The launch of the marketing plan is expected in September. Chair Smith stated her appreciation for the work completed during this phase of the communications and marketing plan.
- X. DMCC 2016 Budget: Year to Date Update. General Counsel Kathleen Lamb provided an update on the budget report, noting that there was nothing out of the ordinary about the report to-date.
- XI. Meeting Schedule. The next regular meeting of the DMCC is Thursday, June 23, 2016, at 9:30 a.m.
- XII. Adjournment. Mr. Rybak moved to adjourn the meeting. Mr. Campbell seconded.

Ayes (8), Nays (0), Motion carried.