

Regional Council of Mayors

October 13, 2014

PRESENTATIONS

University of Minnesota Research and Community Partnerships

The “triple helix” for advancing not just research but a better and stronger community is made up of entrepreneurial university researchers, business partners and government entities, said Brian Herman, vice president for research at the University of Minnesota.

In May 2013, Herman’s office began a strategic process to better focus on research internally, but also “to be the front door for external partners.” The office will create an economic development plan that facilitates working with business and that will increase public-private partnerships for research.

The central vision for the office, Herman said, is:

- Bringing people together in new ways.
- Fostering connections.
- Making the world a better place.

“In our dealing with companies, we find that they want access to much of what the University’s capabilities are, but they’re seeking fewer, more targeted, long-term and high-impact relationships,” said Herman.

The Five Years Forward plan <http://www.research.umn.edu/forward/toolkit.pdf> outlines four goals, each with four subgoals:

Enhance research excellence.

- Promote targeted initiatives where the university can demonstrate global preeminence.
- Ensure high-quality, state-of-the-art research systems, capabilities and spaces.
- Grow and recruit more honorific award-winning faculty.
- Reduce faculty administrative burden.

Accelerate transfer of knowledge for public good.

- Expand economic development and external development.
- Showcase university research discoveries, capabilities and impact.
- Increase informatics capabilities.
- Emphasize and promote entrepreneurship.

Advance transdisciplinary partnerships.

- Develop metrics and incentives to motivate transdisciplinary research.
- Provide funding and shared resources to implement partnerships.
- Increase prominence of international research.
- Re-engineer public-private partnerships.

Promote culture of serendipity.

- Create networking tools, spaces and forums.
- Increase experiential research and learning opportunities among diverse disciplines.
- Sustain an environment that nurtures creative innovation and discovery.
- Focus knowledge and innovation on solving society's most urgent and formidable challenges.

Also in 2013, the Minnesota Legislature authorized \$18 million each year in for key research areas at the University: robotics, sensors and advanced manufacturing; global food ventures; advancing industry while conserving the environment; and discoveries and treatments for brain conditions. The MnDRIVE partnership <http://cse.umn.edu/research/mndrive/> is designed "to help us work with each other in different and new ways," said Herman. "It will accelerate the transfer of knowledge for the public good; the University is the link to building out future research that businesses need now."

MnDRIVE has been in existence for about a year, during which nearly \$35 million in new funding has been used to build out infrastructure, hire new faculty, offer scholarships and foster relationships with businesses and nonprofit organizations. Herman said that more than 120 projects have been started, involving 354 researchers, 70 departments, 20 colleges and three campuses of the University of Minnesota system. To do the work, 111 people have been hired, including 16 faculty.

The University is unlikely to do direct investment in early stage companies, Herman said, but it can help connect entrepreneurs and inventors with the right sources of funding at frontdoor@umn.com.

Herman said that science is much more collaborative and interactive than it used to be, a shift that has occurred in just the past decade or so. "We're trying to create a culture of serendipity, looking for ways to bring a lot of people together."

RCM Advisory Committee Updates

- **Housing Initiative:** Eagan Mayor Mike Maguire said 34 cities have had the Navigating Your Competitive Future (once Navigating the New Normal) workshops since 2012 and has cities on line for 2015. Duluth will participate in early November. A Technical Advisory Panel was conducted in Shoreview in 2009 and three will have been done in 2014 in Inver Grove Heights, West St. Paul and Duluth. In 2015, ULI MN and the RCM will host a mobile tour program, focused on successful mixed-income housing in a number of communities.
- **Connecting Transportation and Land Use (CTLUS):** Minnetonka Mayor Terry Schneider said the committee developed a work plan for 2014 focused on 'parking it right' and financial tools. The group identified two best practices: shared parking and flexible structures with the potential for conversion to other uses over time. The Initiative is also creating an online tool for the (Re)Development-Ready Guide, which will be available in early 2015.

- **Building Healthy and Resilient Communities:** Richfield Mayor Debbie Goettel said the Regional Indicators have been going well, with twenty eight cities getting their data for energy use. Twenty four of those cities are also working to be Green Step cities <http://greenstep.pca.state.mn.us>. Goettel said the next step would be to develop health indicators for cities.

EXECUTIVE DIRECTOR'S REPORT

Caren Dewar said the Regional Council of Mayors will celebrate its 10th anniversary at the December 8 meeting. Charlie Zelle, Minnesota commissioner of transportation, will be the speaker and several former RCM mayors will attend. ULI MN has developed a [brochure celebrating "10 Years of Impact"](#), detailing ULI Minnesota's accomplishments since 2004.

UPDATES

- **U.S. Conference of Mayors:** Burnsville Mayor Elizabeth Kautz said that at the recent U.S. Conference of Mayors <http://www.usmayors.org> leadership meeting, mayors looked at the standards for development cities have in place, versus the requirements or needs of businesses. "Some companies today require much higher ceilings," she said, as an example of where current standards may not meet business needs. The group is looking at zoning for the 21st Century and at ways to do placemaking within a building, not just within a community.
- **National League of Cities:** St. Paul Mayor Chris Coleman said the organization <http://www.nlc.org> is hoping to get a marketing fairness act passed, which would allow state taxes to apply to retail purchases. The group also is pushing for a long-term approach to surface transportation issues and has a focus on getting children into the outdoors, forming a partnership with the Department of Interior and the national YMCA organization. Coleman said the White House has asked the National League of Cities to head My Brother's Keeper <http://www.whitehouse.gov/my-brothers-keeper>, an initiative to help young people stay on track.
- **84 Percent Coalition:** This group of more than 20 Minnesota mayors has been looking at additional funding for local roads, Coleman said. He said the last transportation bill was passed with the idea that the state would find funds to fix a gap in infrastructure needs for municipal roads, 84 percent of which are paid for solely through local taxes and assessments. But the additional funding has never come. The 84 Percent Coalition has been coordinating with Move MN <http://www.movemn.org>, an organization working to erase the state's deficit in transportation needs vs. funding and to find new long-term funding.

COMING UP

The next meeting of the Regional Council of Mayors will be Monday, November 10, 11:30am–1:30pm, at Dorsey & Whitney.

ATTENDEES

The following individuals were in attendance on September 8, 2014:

Mayors

Jim Adams	City of Crystal
Chris Coleman	City of St. Paul
Bill Droste	City of Rosemount
Jerry Faust	City of St. Anthony
Mary Giuliani Stephens	City of Woodbury
Debbie Goettel	City of Richfield
Shep Harris	City of Golden Valley
Ken Hedberg	City of Prior Lake
Kathi Hemken	City of New Hope
Jim Hovland	City of Edina
Tim Hultmann	City of Long Lake
Marvin Johnson	City of Independence
Elizabeth Kautz	City of Burnsville
Mike Maguire	City of Eagan
Sandy Martin	City of Shoreview
Gene Maxwell	City of Hopkins
Tim McNeil	City of Dayton
Terry Schneider	City of Minnetonka
Brad Tabke	City of Shakopee
Ken Willcox	City of Wayzata
Gene Winstead	City of Bloomington

Guests

Bob Engstrom, Robert Engstrom Companies; Tom Fisher, University of Minnesota; Brian Herman, University of Minnesota; Michael Huber, Blue Cross Blue Shield; Chris Kelly, MAIG; Danyelle Pierquet, Landform; Elizabeth Ryan, Family Housing Fund.

ULI Staff/Consultants

Aubrey Austin, Cathy Bennett, Caren Dewar, Linda Picone.