

JULY 8 RCM / ULI MN ADVISORY BOARD JOINT MEETING
NOTES FROM TABLE DISCUSSIONS

Discussion Questions:

1. Where can we make the greatest impact?
 - a. Regional Needs
 - b. Regional Priorities
2. Do you envision shifts to our mission, priorities and initiatives?
3. What role should we play?
 - a. ULI MN
 - b. RCM
 - c. ULI MN Young Leaders
 - d. Together
4. Where do you personally want to engage?
 - a. What role would you like to play?
 - b. Why?

Table Groups: (Notes correspond with table group number that provided them)

- i. Bake Baker (Advisory Board), Debbie Goettel (RCM), Mary Hamann-Roland (RCM), Sarah Harris (Advisory Board), Max Musicant (YLG), Bruce Nordquist
- ii. Brandon Champeau (YLG), Cristina Diaz (Office of Commissioner Dorfman), Beth Elliot (City of Minneapolis), Jerry Faust (RCM), Mathias Mortenson (Advisory Board), Diane Norman (Advisory Board)
- iii. Colleen Carey (Advisory Board), Marvin Johnson (RCM), Nick Koch (Advisory Board), Duane Poppe (RCM), Irene Quarshie (Advisory Board), Gene Winstead (RCM)
- iv. Jim Adams (RCM), Mark Casey, Mike Gamache (RCM), Shep Harris (RCM), Kathi Hemken (RCM), Scott Lund (RCM)
- v. Rick Carter (Advisory Board), Gail Dorfman, Jim Erkel, Emily Goellner (YLG), Margaret Kaplan (MN Housing), Kevin Kuppe (YLG), Cathy Polasky (City of Minneapolis)
- vi. Steve Berg (Advisory Board), Anne Mavity, Josh Olson, Will Schroeer, Jeremy Striffler (YLG), Jay Walljasper (Advisory Board)
- vii. John Breitinger (Advisory Board), James Hovland (RCM), Jean Kane (Advisory Board), Katie Clark-Sieben (Advisory Board), Nancy Tyra Lukens (RCM)
- viii. Ardell Brede (RCM), Mary Giuliani Stephens (RCM), Elizabeth Kautz (RCM), Michael Langley (Advisory Board), Brad Larson, Janet Williams (RCM)
- ix. Bob Engstrom (Advisory Board), Thomas McElroy (YLG); Mike Maguire, John Shardlow (Advisory Board), Brad Tabke (RCM), Janelle Waldock (Blue Cross)
- x. Cathy Bennett, Linda Picone, Johanna Franzen (YLG), Tim Hultmann (RCM), Elizabeth Ryan (Advisory Board), Ken Willcox (RCM)

DISCUSSION SUMMARIES
TABLE COMMUNICATIONS (PARAPHRASED) TO FULL GROUP

- i. These conversations have been great, but we keep trying to talk about specific actions and don't get there –that's a missing piece. There's an important component between discussion and action – the legislature. It's important that they be part of this process.
- ii. We need to take steps to make sure our engagement activities reflect the new demographics of the region – age, class, race... – into the discussion. We both need to address new needs and will benefit from the energy these groups bring. Our intention is to bring together established and new leaders to drive this process.
- iii. Let's develop a big picture vision for the region. Rather than, "we need transit," demonstrate how transit is part of livability. Priorities 5, 6 and 7 [Improve placemaking and connectivity; Develop resilient infrastructure that connects regional job centers; Conserve and leverage our natural resources a key regional asset] are the sweet spot for ULI to make an impact.
- iv. Mayors should engage locally and bring it back – we should lead collaboratively and declare our alignment.
- v. Let's get the message out, simply and clearly, without a lot more discussion. As we move to action, we need to address the disparities that could undermine our work within each of the priority areas.
- vi. We need a real regional transit system that is an integral part of our ecosystem. Image is a large-scale issue that we need to address – the Garrison Keillor image of Minnesota has stuck because there's a void. We need to fill it. The time to act is now. We need to quit hiding behind the veil of "we." Each of us should sign a manifesto as a reflection of our commitment to make these seven interconnected priorities happen.
- vii. Let's stop thinking of discrete initiatives. Transit, housing, placemaking and education are all interconnected. We need to think of relatedness as a basis for prioritizing.
- viii. We need to act locally at the same time that we build regional cohesiveness. We should focus on a few select priorities versus attempting to accomplish everything under the sun – transportation and education.
- ix. We talk as a region about what we should do then we wait for everyone to show up before acting. It's time to do. We each need to lead the way and bring our results back to this group.
- x. Indianapolis learned from us and went one step further, developing the Central Indiana Council of *Elected Officials*. We should think about broadening our participation. We need to be more strategic about bringing the legislature inside the tent – as part of the creation process. And we need to be intentional about growing young leaders and sharing their experiences with others.

DETAILED TABLE NOTES

1. Where can we make the greatest impact?

a. Regional Needs

- i. Find “centrist voice” to advocate for region’s strengths (e.g., gay marriage, voter rights, immigrant community); less modest; more assertive. COOL – Civil community. Open-minded. Opportunity for Entrepreneurs. Lasting resiliency. Provide leadership in regional interdependence – sustainable communities linked regionally – work locally, think globally
- ii. Engage with true demographics of MSP – i.e., New Americans – accelerate representation at events like these; engage young leaders from underrepresented populations; break down barriers – i.e., ESL; use ULI Urban Plan as vehicle for engagement; foster connections among varying demographics – i.e., young, old, lower, middle, upper; Cross boundaries and facilitate cooperation among cities/municipalities – build respect for personalities, political affiliations, and “ownership”, starting at a staff level
- iii. Break down silos to promote regional solutions; push for regional transit; Lead with “Livability” – everything else follows: people and jobs, density, happiness
- iv. Align with existing groups – get on their agendas/platforms; maintain strengths we have and celebrate them
- v. Need to get a diverse cross section at the table – but need to get to the simple regional message without having 10,000 conversations; Question: Who is the audience for our message and our work: Talent? Us? Ex-Pats? Funders? Let’s just get to it – not rocket science: Jobs, Nature, Recreation, Cultural Amenities, Strong Workforce
- vi. Focus on leveraging our strengths versus looking at other places; quit hiding behind the veil of “we” – need for each of us individually to sign onto this manifesto (making the 7 priorities happen)
- vii. Get young people talking and participating more
- viii. Lobby legislators on need for transportation system; engage school leaders; Extend region to include Rochester and St. Cloud; Measure benchmarks, compare and share information; Develop Regional Strategy
- ix. Design/Build/Model – don’t wait for everybody to act; Be the brand – sell with our results; address the legislative disconnect – get Greater MN legislators to recognize that the metro is the economic engine
- x. We haven’t learned “politics of prioritization” – agree on problems, disagree on solutions

b. Regional Priorities

- i. Attract, retain younger educated workers – education, “cool” reputation, innovation; common vision and brand – reach out to educate the unwilling; clearinghouse for funding and resources, support services, tax credits and tools
- ii. Infrastructure fraying and in need of upgrades – need to foster innovation; 3 main components: electricity, transit, water (solution to shortage will require cooperation among cities and demographics)

- iii. Really prioritize – this group should focus on 5, 6, and 7 -- determine how to fund and paint the picture for those who aren't there yet
- iv. Need an image! Water (drinking, conservation, recreation); Transportation (roadways, LRT, BRT, multi-modal); Housing (diverse, private sector driven), Infrastructure
- v. Resource Protection: water, air, open space; Healthier: if we are, promote it; if not, we need to do something about it; Disparities Reduction: "we all do better when we all do better"
- vi. Real regional transit system – an economic and social ecosystem that connects us, which addresses the last "two mile gaps" and takes you everywhere; Clear image – Lake Woebegone exists only because of the void – we should sell ourselves as active and use iconic images that appeal to young talent; view 7 priorities as 7 legs of a stool – all important and need to view in whole
- vii. Employment growth – nothing more important than a job – focus on 1,3,4,5 and 6
- viii. Transportation defines the Region
- ix. Make sure the basics are handled well; learn from the transit tax failure – articulate the Greater MN transportation vision
- x. Transportation: LRT to Eden Prairie; Education: balance educations for blue collar and high-tech jobs; Housing: put affordable housing where you get best bang for the buck and link to transit; Amenities: think regionally (e.g., bike trails) and use to attract talent; interlink all priorities strategically

2. Do you envision shifts to our mission, priorities and initiatives?

- i. Shift from convening interesting discussions to discussing specific actions
- ii. Changing demographics will mandate shifts: Housing – mortgage fear; Planning – adapting to new needs and desires of new populations; Class structure – delink relationship between race/ethnicity and income level; Employment/Jobs – education geared to "new normal"
- iii. N/A
- iv. City Councils change – the "message" should be in the mission statement
- v. View all initiatives through lenses of reducing disparities and sustainability – will undermine all of our other efforts if not addressed; break down silos and address multiple priorities with public resources; prioritize by matching solutions against biggest issues and turn these into advantages
- vi. N/A
- vii. Emphasize move from policy to practice
- viii. Agree on priorities- advocate together, not disjointedly (Advocacy, Marketing, Strategy) – can't advocate for everything: decide on a few actionable priorities
- ix. Don't lose what we have – sustain our initiatives as they evolve
- x. Be more strategic in interweaving ULI initiatives

3. What role should we play?

- i. Messaging to whole region / conveners
- ii. Two-pronged plan: (a) Bring in existing older leaders to effect transition across generations and facilitate routes to leadership and (b) Bring in youth
- iii. Take lead on priorities 5, 6 and 7
- iv. ULI MN: get groups aligned with legislature and Met Council; RCM: form groups and stay on same page; picture of all mayors together – pictures important in demonstrating “regional” approach; YLG: help get citizens involved; Together: complete plan for cities
- v. N/A
- vi. ULI MN: an important convener for the 7-legged stool
- vii. N/A
- viii. ULI MN: connect, share information – trends, reality check; RCM: Set few actionable priorities and advocate for these – work with lobbyists; YLG: Engage and provide information and reality check; Together: Better “story telling” (include Chambers)
- ix. ULI MN: consider opportunities to create more value for private sector; RCM: learn; consider ways to provide more value for communities outside the core; YLG: integrate committee initiatives; spread the word through connections with national; Together: be more intentional about inviting others
- x. ULI MN: Get more people talking about it; RCM: include trades in jobs initiative – promote trades in education; support ½ cent sales tax for transportation and send a strong message to the legislature; YLG: Be at the table; make sure voices are heard; keep up on research; Together: Walk the walk – ride the bus, walk

4. Where do you personally want to engage?

- i. N/A
- ii. N/A
- iii. Nick: push for value of good design in development and placemaking; Coleen: commit to being a “first follower”
- iv. Common theme is to promote the message and take lead in collaboration – “micro-regional” collaboration – to create a stronger voice and get local citizens involved
- v. Rick: link regional indicators to finding the solutions; Kevin: use resources in every project and assess impacts, positive and negative; Margaret: focus on affordable housing and mixed income housing along Corridors of Opportunity; Gail: demonstrate catalytic development along transit lines; Cathy: employ triple bottom line approach in Minneapolis with all of our City-participated investments
- vi. Josh: I’ll be the first one to sign onto the manifesto
- vii. N/A
- viii. N/A
- ix. John: Personally do a better job of connecting our district council with the best value at national – programs and relationships
- x. N/A