

## Charles Landry Consultancy Planning Meeting Notes

January 17, 2012, 10:30 a.m., Met Council, 390 Robert St. N, Saint Paul, MN 55101

Partners: ECTD Collaborative, Met Council, Saint Paul Riverfront Corp., City of Saint Paul PED, City of Mpls CPED, Hennepin Theatre Trust/Mpls Cultural Corridor

Attendees: Donna Drummond, Deborah McLaren, Nancy Homans, Mark Vander Schaaf, Tom Borup, John Kari, Laura LaBlanc, Lisa Tabor, Ellen Muller, Haila Maze, Patrick Seeb.

Absent: Chamagth Perera, Brian Joyce, Eric Muschler, Jonathan Sage-Martinson.

### Background

Background (Lisa/Mark/Patrick) of this effort was reviewed; what sparked the partnership around Charles' return and how the plans and partners evolved since July 2011.

### What outcomes do we want to get?

ECTD wants to further ethnic destinations, reach in-community consensus about how destinations can be created and promoted across the multiple cultures, connect resources to existing ethnic cultural development plans.

SPRC wants Landry to present at Great River Gathering; illustrate what Saint Paul can aspire to.

CCFC and McKnight want the focus on Central Corridor and building a strategy for culture, creativity and economic development; they expressed interest in capacity-building (esp. want to see plans). They like the idea of including the Mpls Cultural Corridor and crossing the two cities.

Hennepin Theatre Trust/Mpls Cultural Corridor wants to create a cohesive area with zones (2 miles stretch from river to Walker). Seeking to understand Hennepin's distinctiveness as a regional destination. Faces intercultural challenges as urban space (widest mix of people in Mpls gravitated to the Hennepin area). Landry's intercultural cities work is interesting to them. One grant they received has a public visiting speaker series and this would be part of it.

CPED is interested in ensuring the opportunity with Charles is value added; to ensure all this is helpful and does not confuse matters more; Station areas selected should be identified as key leverage locations.

Recognizing there are significant time constraints, PED is interested in ways to translate Charles' work with one or two station areas into plans for other stations? This may be attained via very intensive work in one area.

## Issues

The uniqueness of this project is in the partners who have come together around the three core values: Interculturalism, Placemaking and Economic Development. We need to ensure this project demonstrates a high level of mutualism, or *reciprocal interaction* - not only among the partners, but among the program participants as well.

How do we pull all this together in a singular fundraising strategy? If we raise the max. funds from McKnight and CCFC we have \$35K; with the additional funds from partners that are already on-hand, we may have \$50K. Should each of the partners move forward on individual fundraising from this point, or does the partnership submit more fundraising proposals?

How can we make sure that the learning from the work on one or two station areas is able to inform the work in other areas?

## Timeline / Next Steps / Decisions (Lisa)

Please register your future attendance at

<http://www.culturebrokersfoundation.org/Events?eventId=433772&EventViewMode=EventDetails>

Jan 20 McKnight LOI – Met Council will submit

Jan 23 Charles Landry conference call

Jan 24 CCFC LOI – Met Council will submit

Draft budget needs:

- Estimated total cost of week's program started out around \$50K and could go as high as \$100K depending on how the current partners will work out shared and individual events, and whether there will be more partners coming on board.
- Need to get costs from Landry that reflect all the new changes in the plan. This means we need to have a final program plan for him asap.
- Hennepin Theatre Trust/Mpls Cultural Corridor is able to put in a few thousand dollars

- Funders indicated that Met Council should submit the grant proposal under the auspices of Corridors of Opportunity and on behalf of the Landry planning team partners.
- Met Council will put in \$5K plus staff time

Station areas selected:

- Saint Paul Victoria & Western stretch, station to station (both north and south sides of University).
- Minneapolis West Bank - Cedar Riverside there is intervention and investment and rich cultural heritage; Haila will bring the players together for this station area.

Hennepin oppty is to move out to a broader approach rather than focus on a more specific geographic area within their corridor; they are already doing specific work.

**Next Meetings:**

January 23 at 10 a.m. Conference Call with Charles Landry. Meet at Met Council or call in. Call-in number will be forwarded by John Kari.

February 21 at 10:30 a.m. Charles Landry Visit Planning Meeting at TBD.

March 20 at 10:30 a.m. Charles Landry Visit Planning Meeting at TBD.

April 17 at 10:30 a.m. Charles Landry Visit Planning Meeting at TBD.

**May 6 – 12 Charles Landry Visit**

May 15 at 10:30 a.m. Charles Landry Visit Debriefing Meeting at TBD.