

## Target Center Implementation Committee

Tuesday, November 27, 2012  
Minneapolis City Hall, Room 319  
Minneapolis, MN 55415  
4:00 – 6:00 p.m.

### Meeting Minutes

**Members Present:** Chair Jerry Bell, Mayor R.T. Rybak, City Council President Barbara Johnson, Council Member Elizabeth Glidden, Council Member Lisa Goodman, Council Member John Quincy, Council Member Don Samuels, Council Member Meg Tuthill, Tim Baylor, Kevin Dooley, David Evelo, Devean George, Archie Givens, Joanne Kaufman, Fred Krohn, Dan McConnell, Andrew Parker, Karen Rosar, and Brian Woolsey.

**Members Absent:** Steve Benson, Pat Denzer, and Kelly Doran.

**Consultants/Guests Present:** Jackie Cherryhomes, Scott Elofson, Ted Johnson, Dan Wehls, Steve Mattson, Mary Claire Potter, Sandy Sweetser, Mary Claire Potter, Eric Roper, and Kim Williamson.

**City Staff Present:** Jeremy Hanson Willis, Kevin Carpenter, Jennifer O'Rourke, and Jeff Johnson.

- 1. Welcome and Introductions** – The meeting was called to order at 4:10 p.m. by Chair Jerry Bell who welcomed those present to the meeting. The members of the Target Center Implementation Committee (Committee) introduced themselves.
- 2. Overview of Renovation Timeline** – Chair Bell met with Jeremy Hanson Willis and together they developed a list of projects to be accomplished by the Committee. Two documents were distributed: Overview of the Committee's Working Timeline and an example projected Target Center Improvements Project Construction Timeline. The project construction timeline is a document provided by Mortenson, based on its best guess according to their experience.

With a lot of work to do it's important to keep things moving. The City will appoint an Executive Committee of the larger Implementation Committee to meet more often. Members interested in serving on the Executive Committee are to contact Jeremy Hanson Willis.

Jeremy Hanson Willis, discussed the overall timeline as work that the Committee needs to accomplish. The target for project completion is the Fall of 2014, so the Committee should work backward from there. Once the architect and builder are chosen, they will interact with the Committee. All of this is contingent upon reaching a financial agreement to pay for the renovations, which has not yet been attained.

Council Member Goodman clarified the process to hire an architect and builder. Once responses to a City Request for Proposals (RFP) are received, the City, with the active involvement of the Committee, will narrow the list down to 3-4 candidates and conduct interviews. Final selection is made by the Minneapolis Mayor and City Council.

Another near-term goal for the city is to hire a project manager to handle the process of hiring the architect and construction manager/builder. Hiring the project manager could be done through a contract or RFP process, and the City would welcome suggestions about a person or firm to fill this role. City staff will be available to advise the Committee throughout this procurement process.

### 3. Review of Renovation Priorities

- a. Steve Mattson, Vice President/General Manager for AEG at the Target Center, distributed a list of Target Center Renovation Priorities. He said that the 20-year-old building is worn out. Rather than demolish and rebuild it, they want to renovate and get another 20 years out of it. To keep it relevant they need to be able to attract big shows and a wide variety of events, and keep the teams happy. Target Center needs to try to get into every inch to expand. They want to focus on the Seventh Street side to get trucks in and out of the loading dock, and get teams in and out, efficiently – which will lessen the time involved using Union help. Currently there are cramped spaces for dressing rooms, locker rooms and practice facilities. The greatest concern and need is for improved vertical transportation; with only one freight elevator and two public elevators, moving things and people in and out is slow and cumbersome. Also, only one kitchen serves all of the food and beverage needs: suites, food stands, etc. They want to add/expand club space (300-500 capacity) which will require more kitchens.

Sandy Sweetser, Sr. Director - Marketing & Event Services for AEG at the Target Center, addressed the priorities concerning the guest experience. Vertical movement has been a challenge, with only two elevators for public use and all of the escalators located on one end of the building. Almost everything in the building is original: restrooms, lighting, flooring, concourses, railings, curtains, press box; plumbing lines are rotting and going down. Reseating was done 10 years ago, but it's time to do it again. In 2003 the ribbonboard and scoreboard were done, but it's time to upgrade again. There is no WiFi for guests and tenants. Acoustics/sound were improved in 2008 after the City funded a million dollar project to enhance that.

The list item on AEG's list of priorities was to refresh the exterior. Ensuing discussion revealed that this was the number one priority of City representatives and the members of the Committee; critically important, stated Mayor Rybak. We need to improve the whole experience of someone approaching the building, have the arrival be part of the experience. It's important to find ways to tie Target Center to downtown, and create more of a gathering space – possibly by stretching the footprint to the street, or taking a lane on Seventh Avenue, or merging with Target Plaza. AEG envisions the entrance on Sixth Street and First Avenue as a large glass atrium.

Chair Bell asked Mr. Mattson and Ms. Sweetser: If we address all of these issues, will the building be financially competitive? He said these issues should be clearly stated in the work of the Committee, and expressed the need for a good architect.

Council Member Goodman reminded the Committee that 50 percent of the costs will be paid by the public. The current entrance is not ideal. The number one responsibility of the Committee is to be mindful of the exterior refresh. To her, the needs of the VIPs are meaningless if Target Center is not safe and inviting for all.

- b. Ted Johnson, Senior Vice President of Marketing with the Timberwolves and Lynx, stated that their list of renovation priorities is not in ranked order. The exterior refresh speaks to the streetscape, and a lot of the priorities are consumer-focused. They are trying to determine the scale of the project, tying realities with big dreams. But delivering on the fan experience is paramount; considering the overall guest experience, everything is benchmarked against other entertainment venues in town.

Renovation priorities take into consideration that 70 percent of people attending events come in through the skyway at the north end; they would like to move 10 to 20 percent away from that chock point. Bathrooms and corridors need to be modernized; doesn't

have to be high end. They want to enlarge premium spaces, expand for amenities like suites, club space, and a VIP lobby. Team facilities – locker rooms and practice facilities – need to be improved. The building has been operating for 23 years without a significant upgrade in technology; can't do high-definition broadcasts and they are missing current baseline technology.

Regarding the exterior refresh, they want to enhance the experience of approaching the building. The dynamic area around Sixth Street and First Avenue didn't exist when Target Center was built. They want to redirect the main entrance to that corner, make it a statement piece, focal point, one collection point of energy at both the skyway and street level.

Mayor Rybak wondered if Target Center and Target Field could work together, and also mentioned that Block E is sitting there, so we're not necessarily limited to the small footprint.

Chair Bell again asked the question, If we're able to address the issues would you be able to be competitive? These priority lists will form the basis of what we ask the architects to do. In addition to priorities of AEG and the Timberwolves/Lynx, the architect and construction manager will give us a list as well that will be significant involving mechanical, electrical, and equipment needs. On the plus side, things are more efficient today and use less energy.

Council Member Goodman pointed out that some things on the priority lists generate money for AEG. She suggested that they disclose and be transparent about their priorities – which ones generate revenue, and how much. Council President Johnson said it would be helpful to have a presentation about who receives shares of revenue, which will defuse criticism about spending money because we're also bringing in money.

Committee Member Tim Baylor asked what creating a state-of-the-art facility means. What do the urban centers that have the amenities we're looking for look like? Chair Bell agreed that he is also a visual person, and asked for suggestions of an NBA facility that is being renovated. He mentioned that Orlando and the Timberwolves came into the league in the same year; Orlando has already torn down their arena and built a new one. It was suggested that a short presentation be made at the next meeting, showing good examples of facilities. Once the architect is chosen, they will give a much more exhaustive presentation of other arenas.

- 4. Draft Design Principles** – At the October meeting the members of the Committee discussed why they chose to be involved and what outcome they expected of the renovation. Mr. Hanson Willis distributed a DRAFT Vision and Principles document gleaned from that discussion containing this stated Vision: A world-class civic arena that is home to major league basketball and a full-range of artistic and performing events, located in a vibrant, pedestrian-friendly entertainment district. The Design Principles covered four areas: An arena that is welcoming, flexible, connected and that benefits the public.

Council Member Glidden stated that she was struck by the lack of talk about the interior of Target Center, and that the presentations seemed to overcompensate for that lack with their comments about the exterior. The term "flexible" was confusing – does that mean competitive into the future? Also, shouldn't they be working with the Civil Rights Department, as the Vikings committee did?

Chair Bell wondered if the Vikings have adopted design principles, and asked for a copy of same. The Target Center draft design principles were not discussed in detail, and will be sent

electronically to the members of the Committee for further comment. The role of the Committee is to advise the city on renovating a city building. Issues of importance to the Committee members included:

- Improving exterior lighting, especially along Sixth Street, giving Target Center a distinctive look.
- Marrying the interior and exterior needs of the building.
- Determining how the city will profit from the improvements.
- Connecting with LRT on Fifth Street.
- Establishing a street connection, taking ownership of the street as a sports center that can be appreciated by people visiting the area who are not attending the games (i.e., Target Field Plaza with statues; LeBron James statue in Cleveland).
- Possibly working with a Design Committee to help inform them on these issues.

Mr. Hanson Willis clarified that the City will decide on an owner's representation. These issues will have to be decided concurrently and quickly: Committee input in selection of architect, design, information and process used to choose and interact with the architect.

In closing, Chair Bell reminded those interested in being part of the Executive Committee – a 6- to 8-person group that will attend another meeting each month, be more deeply involved, make decisions and report back to the Committee – to contact Jeremy Hanson Willis. He also invited anyone with suggestions for the agenda to email them to Jeremy.

**5. Adjourn – 5:40 p.m.**

***Next meeting: 4:00-6:00, Thursday, December 20, City Hall Room 319***