

Target Center Implementation Committee

Thursday, October 18, 2012

Target Center, Hospitality Rooms A and B

Minneapolis, MN 55415

4:30 – 6:00 p.m.

Meeting Minutes

Members Present: Chair Jerry Bell, Mayor R.T. Rybak, City Council President Barbara Johnson, Council Member Lisa Goodman, Council Member Elizabeth Glidden, Council Member Meg Tuthill, Council Member John Quincy, Council Member Don Samuels, Kelly Doran, Fred Krohn, Devean George, Dan McConnell, Karen Rosar, Joanne Kaufman, Archie Givens, Pat Denzer, David Evelo, and Steve Benson.

Members Absent: Brian Woolsey, Kevin Dooley, Tim Baylor, and Andrew Parker.

Consultants/Guests Present: Steve Mattson, Ted Johnson, Mary Claire Potter, Jackie Cherry Homes, Dan Wehls, Eric Roper, Nick Halter, Craig Skiem, Tom Reller.

City Staff Present: Jeremy Hanson Willis, Susan Segal, Kevin Carpenter, and Jeff Johnson.

- 1. Welcome and Introductions** – The meeting was called to order at 4:30 p.m. by Chair Jerry bell who welcomed those present to the meeting.
- 2. Why we are here, Why Target Center matters** – Mayor R.T. Rybak thanked those who attended for contributing their time and effort. He spoke about the positive impact the Target Center has had on the city and entertainment for the area. He explained that, as the building ages, challenges have arisen and we need to address these issues before they are critical. The goal is to invest approximately \$100 million in improvements and he explained that the project was part of the 2012 Vikings stadium legislation. If we are wise we will partner with the private sector with almost an equal financial share from private and public partners. He expressed the need for advice on things such as determining how much should be spent and on what, addressing key issues such as premium seating, type of entry, delivery docks, cosmetic improvements, and other interests. He stated that we hope to lift our local economy by diversifying opportunity, aggressive inclusionary hiring and representing collective values.
- 3. Target Center Current Status** – Steve Mattson, General Manager for AEG at the Target Center provided an overview of the Target Center and stated that for 22 years it has hosted the Timberwolves and for the last 13, the Lynx. Additionally, an array of concerts and other sporting events has made the Target Center a regional asset. He explained that AEG was hired by the City to manage the building, therefore the various tenants in the building fall underneath its opus. He stated that Target Center is unique and it has been a challenge to remain relevant to teams and patrons. In 22 years the Target Center has hosted 4,500 events, 29 million people, averaging 200 events, 1.4 million patrons per year. Such events are tough on the building and some capital improvements have been made already. The Target Center generates 10-15 million dollars annually in combined state and local taxes, in and out of arena. 70% of ticket buyers are outside of Minneapolis. He explained that the Target Center cost \$104 million to build in 1990, while recent venues have cost upwards of \$450 million to build. He compared the

Center to other venues throughout the country and discussed improvement ideas for loading bays, dressing rooms, storage, exterior improvements, maximizing use of stairwells, motorization, restrooms, lighting, vertical transportation, and technology. He discussed pre renovation projects such as food and beverage concourses already completed.

Ted Johnson, Senior Vice President of Marketing with the Timberwolves and Lynx stated the teams love it at Target Center. He stated the Target Center was built more as a civic center and the industry has drastically changed since construction. He stated season ticket holders visit the building far more frequently compared to other events. He expressed the need for premium spaces to subsidize other seats in the bowl and explained that premium seat demand has drastically changed and industry standard went from 2% to 20% premium seating.

4. Scope of Renovation – Jeremy Hanson Willis, Director of Community Planning and Economic Development for the City discussed efforts underway to begin thinking about how to improve Target Center. The Center is very important to the city, state, and region and needs updating to maximize profits for all tenants involved. He distributed and explained a packet of information “Target Center Renovation, A Sensible Minnesota Solution,” outlining and illustrating design concepts to provide an idea of what Target Center can be. He stated that people are at the Target Center almost every day of the year and that activity could be better shown with a more open entrance and lower level street-front improvements. He stated the need for more club and premier space, additional ways to move between floors, conceptual ideas repositioning the stage, new technology, ADA improvements, and dressing rooms. He discussed the purpose of the Target Center Implementation Committee and discussed the process for future Request for Proposal for architects and construction companies. He explained that the Target Center Implementation Committee will provide input and help determine guiding design principles to assist with selection of the architect and construction company. A six month design phase with construction to begin next year is expected.

5. Groud Discussion – The group was asked to introduce themselves, state why they chose to be involved and describe the outcome they expect.

Karen Rosar – We need a world class competitive building for another 20-30 years. The giant blanked faced building needs to be livened up, with more lighting, transparency with glass, connectivity, and exterior appeal.

Joanne Kaufman – Target Center is important to business owners and the city’s revenues. Need a complete building that is welcoming and inviting, to host world class events.

Council Member Samuels – The building needs to become more part of the community, more accessible, with activities on the first floor to make it safer, and more integrated into everyday life. Improve public safety, enhanced community, and close the employment gap with construction and operations.

Kelly Doran – Make certain we maximize the use of public money in the building and get the most bang for our dollars. Create a long term addition to our community.

Devean George – Make the entry way more inviting. Ticket sales should be an experience instead of just a line. Need concession improvements, lower level seating, and seating changes to maximize space. He discussed moving the stage back to increase space for concerts.

Council Member Tuthill – Improving loading dock areas are crucial to make it more marketable. Fortress appearance on the street should be changed, more street and pedestrian friendly. Spend tax money very wisely.

Council Member Glidden – Target Center makes economic sense and I'm supportive of extending the life of the current facility. I'm very protective of the city's investment in this building.

Archie Givens – Needs to be more visually welcoming, continue downtown civic pride with redevelopment, should be a great customer experience and economically sound.

Fred Krohn – Design to attract all types of shows, not just sports and concerts.

Council Member Quincy - Need flexibility of design to accommodate different types of events, sustainability, invest in environmental design and fixtures inside.

David Evelo – Target Center needs to be tied into the rest of the city in order to keep people in the city before and after an event, instead of to the event and out of the city.

Steve Benson – Need more inviting street presence with shops that exit out the street instead of long venues of nothing or brick walls.

Mayor Rybak – Storage, delivery docks, physical things that need to be fixed. Moving the store and adding a restaurant, opening corridors, and bring a voice of family to the Target Center.

Chair Bell – Need a set of guiding principles and the right architect. Need to provide inviting place for patrons to visit. This is a great building but a different generation. Change entrance design to make more inviting. Attract more activities to improve safety. Review infrastructure to see how we connect to the city and if improvements can be made. Remodeling is generally more expensive than building new but we don't want to limit anyone's imagination.

Mayor Rybak discussed possibilities such as moving beyond the corridors, light rail from the airport, skyway connections.

Chair Bell suggested widening the entrance path from Target Field to Target Center.

Pat Denzer – Balance between community and main tenants desires. Architect selection process is going to be challenging. He asked if other cities had experience with renovation of a facility like this and how long should the investment last.

Ted Johnson explained that the improvements should extend the life of the Target Center by another 20 years, which is unique and the ultimate in sustainability, to reuse a facility for a fraction of the cost. Some other cities have done significant renovations as well.

Jeremy Hanson Willis stated design principles will be discussed at the next meeting.

Chair Bell stated he would like to hear from people who use the building and invited them to put their interests in writing and send to the committee.

6. Adjourn – 5:41 p.m.

Committee members were led on a tour of Target Center following the meeting.

Next meeting: 4:00-6:00, Tuesday, November 27, City Hall Room 319