

STADIUM IMPLEMENTATION COMMITTEE
STAKEHOLDER SUBCOMMITTEE

Monday October 22, 2012

4 – 6 p.m.

315 City Hall

Meeting Minutes

Subcommittee members present: *Chair:* Peggy Lucas. *Members:* Cathy Rydell, Cory Merrifield, David Fields, Joanne Kaufman. **Subcommittee members excused:** Barbara Johnson, Judy Borger Yates

Other Implementation Committee members present: Diane Hofstede

Guests: Barbara Butts William (MSFA), Doug Hoskin (Armory), Varun Kharbanda (Timeshare Systems), Larry Redmond (Mn Vikings), Melvin Tennant (Meet Minneapolis)

Staff/consultants present: Peter Brown, Jeff Handeland, Chuck Lutz, Sally Westby, Grant Wilson (City)

1.0 Call to order – the meeting was called to order at 4:02 p.m. by chair Peggy Lucas. New committee member Joanne Kaufman representing the Warehouse District was introduced to the group

2.0 Approval of the minutes of the 9/13/12 meeting – It was MOVED and SECONDED that the minutes be approved. Motion CARRIED unanimously

3.0 Review and Approval of the final Stakeholder Experience Subcommittee Work Plan (appendix A) – Lutz reviewed the work plan with the committee. Some minor changes were made last month, which have been incorporated.

It was MOVED and SECONDED that the Work Plan be approved. Motion CARRIED unanimously.

4.0 Updates – Railgating – Grant Wilson of the City of Minneapolis provided an update on the railgating experience so far. There have been three events held. The block in front of the jail has been added although results for vendors there have not been as good as elsewhere. There have been no major issues with the vendors being on the same street as the light rail. Three more events are planned – Nov. 11, Dec 12, and Dec. 30th. Additional events could be held depending on the Vikings schedule.

Vendors are chosen by lottery for each event. Once the vendors are selected, they can go online and apply for a free street use permit for the event. About 14 trucks are optimal; 18 are too many. Although the jail block does not get as much business, trucks will continue to be assigned to that block at least for this year. A survey of vendors revealed that all who have participated were glad they did. Vendors indicated that they planned on participating even in cold weather because they expected to have business. Grant Wilson will follow up on Peggy Lucas's suggestion that tables and chairs be provided on 5th street for those eating at the food trucks.

In response to a question from Diane Hofstede, Wilson said that a cost benefit analysis has not yet been done. The vendors are not being charged for their permits but they are providing for the cost of all cleanup and portable bathrooms. The cost of oversight by City staff is being tracked although inspectors already were working the Vikings events.

Lutz said that discussion with Vikings' representatives indicates that food sales on the plaza have been fine. Joanne Kaufman said that some of the bars on 1st Av have noted sales down as much as 50%. The plan is to begin the Purple Path on 1st Av. next year.

5.0 Briefings

a) Synergies between the new stadium and Meet Minneapolis - Melvin Tennant provided an overview of Meet Minneapolis and the economic impact of the Vikings (appendix B). The vision of Meet Minneapolis is to make Minneapolis a destination of choice. The mission of the organization is two-fold – 1) to market Minneapolis and 2) enhance the visitor experience. The Vikings stadium can have great impact on Minneapolis. For example the 2010 NFL playoff game brought in \$9.1 million in overall economic benefit, added 113 jobs and \$3.6 million in incremental labor income. The Meet Minneapolis Local Organizing Committee (MMLOC) is working to bring major events to the Minneapolis including political conventions and the super bowl.

In terms of stadium design, Tennant suggested that consideration be given to: 1) creating a sense of place that enhances the visitor experience; 2) a building that is flexible and can host a wide variety of special events; 3) developing connections between the Minneapolis Convention Center and the Stadium; and 4) having a building whose interior can be fully darkened. The latter is needed for events like the Democratic Convention.

Tennant provided the committee with handouts outlining the kinds of events that would not return to Minneapolis without a world-class stadium(appendix C) and a Forbes article summarizing what fans are looking for in a city that hosts the super bowl (appendix D). In response to a question from Lutz, Tennant said that Minneapolis already meets the criteria of convenience mentioned in the Forbes article.

In response to questions from Lucas, Tennant said that Minneapolis is in the running for the 2018 Super Bowl and that a bid will be made for the Men’s Final Four once there is a designed stadium.

Michele Kelm Helgen is now on the Meet Minneapolis Board. Meet Minneapolis and the City have been working together on the railgating-purple path experiment and it is anticipated there will be even more coordination next year.

Discussion ensued about the importance of better transportation connections between the Stadium and the Convention Center and the possibility of an additional hotel. Cathy Rydell pointed out that the American Academy of Neurology will not come to Minneapolis because the Convention Center is not big enough and there are not enough hotel rooms.

- **Armory as Event Center** - Doug Hoskin passed out diagrams of the event center he is hoping to develop in the Armory (appendix E). Hoskin said the basic plan consists of pouring a new deck that will result in over 5000 sq. ft. of clear span space. Besides hosting concerts, the space could also be used for athletic events, galas etc. Hoskin is applying for Historic Tax Credits for the \$16 million redevelopment project. He hopes to have a response regarding the tax credits from the National Park Service by December with a goal of beginning construction in the fall of 2013 and opening in 2014. If the tax credits are not received, the project will not go forward.

Hoskin has had preliminary discussion with the Vikings about how the Armory might be used in conjunction with Vikings events. It could be used on game day. In response to a question from Cory Merrifield, Hoskin said they Armory could be used as a beer garden although he would not want to compete with downtown bars and restaurants. His goal is to bring something to downtown that does not already exist.

- **Comments from Vikings Fans** - Cory Merrifield reviewed a power point presentation with the of what fans would like to see with the new Vikings Stadium (appendix F). Merrifield is affiliated with Save the Vikings, a grass roots, non-partisan organization of Vikings Fans. When fans are asked what they most would like to see in the new stadium, the answers are a retractable roof, bigger concourses and easier exiting and entering. Fans would also like to see a permanent grilling area, expanded food and beverage choices, better restrooms and improved ADA accessibility.

In regard to tailgating, there are a number of questions including how far is too far from the stadium, what the cost should be and what is needed to efficiently manage a clean, fun experience. When tailgating space becomes a premium, it will be important to look at railgating, using the top floors of parking ramps and even remote locations such as are used in Chicago. Other fan wish list items include: green spaces that could be used for playing games, allowing both charcoal and gas grills; space for fans to put up tents, and video screens. Fans would also like to see use of the green spaces during non-game times (for example for movies and drive in Monday night football).

On or adjacent to the plaza fans would like to see a permanent band shell, a space that could host weddings and other events, restaurants and bars on the exterior of the stadium, a light rail hub/rooftop bar, a Vikings hall of fame, and sports apparel shops. It will be important to develop a fan plaza that people can see as they enter along 6th Street as well as the other streets. Fans should be funneled through the plaza not around it.

The stadium itself should have multiple entrances, more restrooms, concealed infrastructure and Wi-Fi and cell phone access. Fans are also interested in Vikings landmarks outside the Stadium that would attract people year round.

Lutz suggested that Merrifield's presentation be shared with the Michele Kelm Helgen and Ted Mondale. In addition, copies will be sent to Stakeholder subcommittee members. HKS will have a disability consultant as part of their team.

Lucas noted that fans seemed to understand that there will be changes with the new stadium. Merrifield said that most fans are open to change although what they want most is to be able to recreate an experience like the old Met Center. They want to be able to park close and tailgate.

6.0 Discussion of Planning Principles – Peter Brown quickly reviewed the revised Vision Statement and Planning Principles (appendix G) Subcommittee members should review the principles and send any changes to Lutz. The Planning Principles are scheduled to be adopted by the full Implementation Committee at the November meeting.

7.0 Next Steps – Next Meeting Thurs Nov. 8 @ 4 –6 p.m. 315 City Hall

8.0 Adjourn – 5:40 p.m.