



**REGIONAL COUNCIL OF MAYORS**  
**December 13, 2010**

**INFORMATION AND DISCUSSION—Business Plans, Job Growth, Economic Competitiveness**

*“We form America’s natural pragmatic caucus, close to the ground, hungry for results, prizing place over party, solution over dogma and collaboration over conflict.”*

-Bruce Katz, Director, Metropolitan Policy Program, Brookings Institution at the December 8<sup>th</sup> Global Metro Summit in Chicago.

The recent Global Metro Summit (December 7-8, 2010) showcased the year-long efforts of the team lead by ULI Minnesota/Regional Council of Mayors, the Cities of Minneapolis and Saint Paul, the Itasca Project, Target Corporation, and the Department of Employment and Economic Development around Metropolitan Business Planning and entrepreneurship development.

To give RCM members a taste of the Chicago event, ULI Minnesota brought Robert Weissbourd, President of R.W. Ventures and Senior Non-Resident Fellow at the Brookings Institution, to the Twin Cities to describe the rationale and next steps for the Metropolitan Business Planning efforts. As a member of President Obama’s transition team, Weissbourd and Bruce Katz from the Brookings Institution were focused on how to integrate federal programs and break silos. Highlighting that population and economic assets and outputs are clustered in metros, they also advocated for a “metro policy” that gives region’s the flexibility to develop a prospectus, with clearly defined benchmarks and outcomes, from which the federal government can invest in a more holistic manner.

Weissbourd shared the details of the business planning approach with the audience noting that it “is a new way of doing business for governments: it is grounded in economics and business, is focused on continuous implementation, and it gets the job done.” It is in essence, performance-based funding.

[Click here to access Weissbourd’s detailed presentation.](#)

In March 2011, the Brookings Institution will hold another summit geared toward a federal audience that will also feature MSP’s work.

**Accelerate MSP**

Mayors Chris Coleman and R.T. Rybak reprised their [Chicago presentation](#) that focused on the region’s year-long effort to develop a business plan and a new effort to aggressively support entrepreneurialism in the region.

As the Mayors discussed, the region is blessed with an educated workforce, a high quality of life, and premier research institutions, but at the same time faces challenges with modest wage growth, a persistent achievement gap, flagging talent attraction, and a contraction in

innovation. The mayors highlighted five integrated regional strategies that will be a key to the region's success:

1. Regional Economic Development Partnership
2. MSP Regional Cluster Initiative
3. *Thinc*.Green MSP (green manufacturing, creating green jobs of tomorrow)
4. Corridors of Opportunity (place growth in places with transportation capacity)
5. Entrepreneurship Accelerator

Through the work with Brookings, the region has focused energy on creating the new Entrepreneurship Accelerator (EA) in partnership with [JumpStart](#), a Cleveland, Ohio based non-profit focused on catalyzing entrepreneurship. The EA will create a coordinated framework and single-point of access to pool local, state, and federal resources. The EA will help to move ideas to market and will be research, data, and results based. Through the work of the EA, the region hopes to drive additional connection and collaboration among existing local/regional and private-public economic development efforts; increase state support for a metro-focused economic development approach; and increase cohesion across the entrepreneurial ecosystem.

Beth Fitz Gibbon, JumpStart's Chief Operating Officer, said that they are currently in the research phase to develop an operational business plan. They are interview investors and the entrepreneurial community to gather baseline data and input. This work will continue through winter 2011.

#### **Regional Cluster Initiative (RCI) Update**

Mayor Stan Harpstead will be stepping into a support role as he leaves his mayoral post and Mayor Gene Winstead will be the new initiative leader. Harpstead challenged mayors to continue to talk to more business executives. The 2011 RCP objectives include:

- Integrating the work with the EA
- Continue to have mayoral interviews with Fortune 500 companies to understand what's important to them and why they are here.
- Begin work on the medical device cluster—while it has germinated in the private sector, connection to the mayors is critical.

#### **MSP Regional Economic Development Partnership**

The Itasca Project's Kathy Schmidlkofer updated RCM members on the REDP status noting that they are in the closing stages of the CEO search. The goal is to have the position occupied by February 1. Funding for the partnership is on-track to exceed its first year goals and Ms. Schmidlkofer thanked the mayors for their support and contributions.

In a discussion sessions the mayors suggested getting these various activities under one umbrella and that a fruitful area may be looking at the possibility of common permitting across jurisdictions to make it easier to do business in the region. Mr. Weissbourd talked about developing a "value proposition" for the region in the Metropolitan Business Plan. Mayors also talked about the need to have a more direct relationship with the Metropolitan Council on economic development issues.

The meeting ended with an agreement that a larger, local Metropolitan Summit would be an excellent next step to broaden the tent on all of the economic development work underway.

## **COMING UP**

The January 2011 RCM meeting will be on Monday, January 10<sup>th</sup> at Dorsey & Whitney.

## **ATTENDEES**

### **Mayors**

Chris	Coleman	City of St. Paul
Holly	Dahl	City of Lakeville
Jerry	Fraust	City of St. Anthony
Debbie	Goettel	City of Richfield
Mary	Hamann-Roland	City of Apple Valley
Bill	Hargis	City of Woodbury
Stan	Harpstead	City of Arden Hills
James	Hovland *	City of Edina
Marvin	Johnson	City of Independence
Dean	Johnston	City of Lake Elmo
Elizabeth	Kautz *	City of Burnsville
Steve	Lampi	City of Brooklyn Park
Peter	Lindstrom	City of Falcon Heights
Mike	Maguire	City of Eagan
Sandy	Martin	City of Shoreview
Gene	Maxwell	City of Hopkins
Nick	Ruehl	City of Excelsior
R. T.	Rybak	City of Minneapolis
Terry	Schneider	City of Minnetonka
Mark	Steffenson	City of Maple Grove
John	Sweeney	City of Maple Plain
Ken	Willcox	City of Wayzata
Janet	Williams	City of Savage

### **Guests**

John	Adams	University of Minnesota
John	Bailey	1000 Friends of MN
Bake	Baker	McGough
Allison	Barmann	Itasca
Cecile	Bedor	St. Paul
Steve	Berg	MinnPost.com
Bill	Blazar	MN Chamber of Commerce
John	Brightinger	Northmarq
Colleen	Carey	The Cornerstone Group
Rick	Carter	LHB
Rick	Collins	Ryan Companies
Jon	Commers	Donjek
Erin	Dady	Mayor Coleman's Office
Beth	Elliot	City of Minneapolis staff
Bonnie	Elsey	DEED
Beth	Fitz Gibbon	JumpStart
John	Foley	4FRONT

Kevin	Frazell	LMC
Matt	Fulton	City of Coon Rapids Staff
Hector	Garcia	Chicano Latino Affairs Council (CLAC)
Jeremy	Hanson Willis	Minneapolis
Sarah	Harris	Mpls DID
Tom	Hedges	City of Eagan Staff
Leslie	Holman	McKinsey
Michael	Huber	Blue Cross Blue Shield
Lois E.	Josefson	Greater MN Development Services
Todd	Klingel	Mpls Regional Chamber of Commerce
Nick	Koch	HGA
Stacie	Kvilvang	Ehlers
Larry	Lee	City of Bloomington staff
Jeremy	Lenz	BioBusiness Alliance of MN
Katy	Lindblad	Mn Housing
Jay	Lindgren	Dorsey & Whitney
Mike	Logan	Target
Betsy	Lulfs	MN Science & Technology Authority
Kevin	McHenry	Metro Cities
Miles	Mercer	City of Minneapolis Staff
Paul A.	Moe	DEED
Mike	Mornson	City of St. Anthony Staff
Mike	Mozenter	JumpStart
Ellen	Mueller	City of St. Paul Staff
Erika	Nelson	Klobuchar's Office
Carol	Nielsen	
Bruce	Nordquist	City of Apple Valley Staff
David	Olson	City of Lakeville Staff
Cathy	Polasky	City of Minneapolis Staff
Becky	Rom	TC Community Land Bank
Elizabeth	Ryan	Family Housing Fund
Kathy	Schmiddlkofer	General Mills
Matt	Schmit	RCI/HHH student
Jennifer	Schuller	RCI/HHH student
John	Shardlow	Bonestroo
Robin	Stenberg	Dayton Transition Team
Luke	Weisberg	Greater Metro Workforce Council
Robert	Weisbourd	RW Ventures
Julie	Wischnak	City of Minnetonka staff
Charles	Zelle	Jefferson Lines

**Staff**

Caren	Dewar	ULI Minnesota
Cathy	Bennett	ULI Minnesota
Mary Kay	Bailey	ULI Minnesota
Snezhana	Bessonov	ULI Minnesota