

TOPICS AND PRESENTERS

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EXECUTIVE DIRECTOR'S REPORT

Caren Dewar, Executive Director, ULI Minnesota

- Caren Dewar: Molly Cummings, Council Member, Metropolitan Council, to be the Council's liaison to the RCM.
- Council Member Cummings: thank you to those who have supported Governor Walz's [transit initiative](#). Now is a time when they really need to hear from us, especially Senators Gazelka and Newman.
- Cathy Bennett, Advisory Services, ULI Minnesota: Contact us to schedule or learn more about a [Navigating your Competitive Future](#) session, or a [Technical Assistance Panel](#), offering expert advice to cities and organizations on development/redevelopment.

GREATER MSP

Peter Frosch, President and CEO

[LINK TO PRESENTATION](#)

- Today Greater MSP is a partnership of over 200 organizations. Now Greater MSP can be even more ambitious.
- One new and important goal: investing in livability. This is one of the region's competitive advantages with the combination of affordability and sustainability.
- [Make it MSP](#): Retain and attract talent through 4 key strategies – retaining and attracting tech workers, connecting professionals of color to improve retention, campus recruiting, and welcoming newcomers.
- Two new Make it MSP data reports: [Welcoming Newcomers](#), and [Tech Talent](#)
- [MSP Hello](#), the newcomer welcoming campaign, is especially relevant to mayors and community leaders. This year 93,000 people moved to this region from outside the state of MN. Let's welcome them, help them get connected and want to stay. Get in touch if you'd like to host a [Welcome Week event](#) September 12-18.
- In Greater MSP we have the highest rate of women working in our economy out of any benchmark peers by a longshot. This is a competitive advantage. To continue to support this – GMSP is trying to attract more women in tech by telling their stories.
- There's been a huge net increase in millennial migration to this region domestically.
- Google is building a new data center, making a \$600M investment – this will draw additional companies in.

- [DailyPay](#), a growing startup company now located in New York, is moving to Minneapolis and growing really fast. This story will travel and attract more startup tech companies. What really locked down this deal was the data story Greater MSP helped to tell about our local market.
- Mayors are invited to the following events:
 - June 24: 2019 Indicators Dashboard Release
 - July 24: Forge North Launch
 - August 5: MSP Business Investment Summit
 - September 12-18: MSP Welcome Week
- Looking at the employment gap between white people and people of color, the gap has closed in the last 4 years by over 4%. Our gap is closing faster than benchmark cities, but we are still second to last, ahead of only Pittsburgh, on the list.
- We need an all-encompassing strategy operating on multiple timelines to attract talent. We need to recruit people immediately and invest in the talent pipeline. We are becoming a different people than we have been, and our education systems are not succeeding in educating the people we have here today. We need to be open to radical innovation to get to the ends of transforming our education systems to serve everyone. We are relatively strong but concerned about the trends that we see. We need all mayors to get involved.
- Every city is part of a bigger, regional economy. Everyone in your community is a sub-product in that bigger economy. What is it that makes the most sense for your community? There's a whole spectrum of investments that we want to secure here and it's not about better or worse. What is your community best positioned to compete for? At Greater MSP we need everyone to have clarity on economic competitiveness, and we need to know what cities wants, so that we can be ready when an opportunity comes.
- Greater MSP Will have a new newsletter about deal flow, we want all your communities to be connected so we can all be on the same page. Relationships are really important. We need to know each other, have a base level of trust, and know who is best connected for what. "Know what you're looking for, and let's be friends, because we're only going to do this together."
- Learnings from the Amazon HQ2 proposal: Virginia had already developed a strategic plan before the proposal even came out. We are going to do that and be more prepared the next time an opportunity like this comes up.

PREPARING FOR AND RESPONDING TO DISASTERS AND OTHER EMERGENCIES

Phil Hansen, CEO, American Red Cross MN Region

[LINK TO HANDOUT](#)

[LINK TO PRESENTATION](#)

- It's important that we meet before a disaster situation, and build partnerships, develop operational support, strengthen disaster systems, and emphasize and facilitate disaster education and readiness.
- 1 in 4 people in the world right now is a Red Cross volunteer, 1 in 25 will be helped in some way. We are an organization working to prevent and alleviate human suffering.
- Mayors and cities can help gain volunteers, and identify and support community needs.
- [Home Fire Campaign](#): A big preventative effort currently with free home fire alarm installations and trainings. Home fires are currently the biggest disaster threat to American Families.
- [Restoring Family Links](#) is a global lineage tracing program uniting families across the world.
- How mayors can help the Red Cross serve communities:
 - Promote Fire & Disaster Safety - *potential for RCM collaboration*
 - Host or Promote Blood Drives/Donors
 - Support the [Missing Types Campaign](#)
 - Promote and Thank Volunteers
 - Download the Apps

- Take CPR or First Aid Training
- Support Holiday Mail for Heroes
- Contact [Phil Hansen](#) for information to share with your community, or to invite the Red Cross to community tabling events.

2019 RCM PRIORITIES: HOW ARE WE DOING?

Discussion

[LINK TO 2019 PRIORITIES](#)

- We can't add too much more and still hope to be effective
- The most relevant conversations are about ordinances being passed and how we can actually do things in our cities that will lead to results
- Interest in talking about Ramsey County suit against Arden Hills. Or, on the flip side, cities working together with a common goal, for example in the case of St. Paul, Maplewood, Roseville, and Ramsey County collaborating to redevelop Rice/Larpenteur.
- Leave time to go around and hear from each mayor about what is going on in every community.
- More discussion about mental health/addiction/the opioid crisis.
- More discussion about migration and demographics; attracting and retaining here. The number of people in our workforce can't keep up with available jobs. What are policies we should be considering at a local level? What can we do to ensure long term health and viability of businesses?
- Bring in speakers on childcare – how important childcare is from an economic development standpoint, and how much of a crisis it is currently from a city standpoint. Many people are currently critically underserved.

ATTENDANCE

MAYORS

James Hovland	City of Edina (co-chair)
Mike Maguire	City of Eagan (co-chair)
Marylee Abrams	City of Maplewood
Kirt Briggs	City of Prior Lake
Anne Burt	City of Woodbury
Ron Case	City of Eden Prairie
Bill Droste	City of Rosemount
Mike Elliott	City of Brooklyn Center
Jerry Faust	City of Saint Anthony
Jimmy Francis	City of South St. Paul
Mary Gaasch	City of Lauderdale
Jason Gadd	City of Hopkins
Kathi Hemken	City of New Hope
Courtney Johnson	City of Carver
Marvin Johnson	City of Independence
Elizabeth Kautz	City of Burnsville
John Keis	City of Little Canada
Chris Lund	City of Hamburg
Dan Lund	City of Newport
Sandy Martin	City of Shoreview
Tim McNeil	City of Dayton
Rhonda Pownell	City of Northfield
Maria Regan Gonzalez	City of Richfield
Brad Wiersum	City of Minnetonka
Ken Willcox	City of Wayzata
Janet Williams	City of Savage
Gene Winstead	City of Bloomington

GUESTS

Bob Butterbrodt, Wells Fargo; Mark Casey, St. Anthony; Emmett Coleman, Tunheim; Molly Cummings, Metropolitan Council; Kevin Frazell, League of MN Cities; Emily Goellner, City of Golden Vally; Phil Hansen, Red Cross; Carolyn Hayden, Greater MSP; Chris Heineman, City of Little Canada; Tracey Hester, Target; Sandra Krebsbach, American Technical Education Association; Bard Larson, City of Savage; Mike Mornson, City of Hopkins; Burke Murphy, Tammy Omdal, Northland Public Finance; Red Wing; Jonathan Redberg, Target; Rick Schute, City of St. Paul; Libby Starling; Metropolitan Council; Dave Unmacht, LMC; Jamie Verbrugger, City of Bloomington; Karly Werner, Comcast; Alyssa Wetzels-Moore, Minnesota Housing

ULI MINNESOTA

Aubrey Albrecht, Caren Dewar, Cathy Bennett, Rachel Lieberman

NEXT MEETING

Monday, June 10, 2019
11:30 a.m. to 1:30 p.m.
Seattle Room at Dorsey & Whitney, 50 South 6th Street, Minneapolis, MN