

TOPICS AND PRESENTERS

CO-CHAIR AND DIRECTOR'S REPORT

BUSINESS AS UNUSUAL: JACK ULDRICH, FUTURIST

RCM 2021 PRIORITIES DISCUSSION

Mayor Doug Anderson welcomed everyone to the December 14, 2020 RCM meeting.

CO-CHAIR AND DIRECTOR'S REPORT

- Mayor Doug Anderson encouraged RCM mayors to invite newly elected mayors to join the RCM, including:
 - Deb McMillan, Victoria; Thomas McKee, Corcoran; Tim Sanders, Blaine; Kari Niedfeldt, New Brighton; Amada Marquez Simula, Columbia Heights; Mike Wilson, Redwing; Mike Franklin, Jordan; Todd Carlson, Excelsior; Dennis Fischer, Dayton; Laurie Elliot, Newport; Tom Bartholomew, Inver Grove Heights; Sheri Bukkila, Andover; Jennifer Labadie, Shorewood Johanna McCarthy, Wayzata, and Charles Cadenhead, Lake Elmo
- Mayor Doug Anderson also thanked outgoing mayors for their participation and contributions to the RCM. Outgoing RCM mayors include:
 - Ken Willcox, Wayzata; Mary Hamaan-Roland, Apple Valley; Sean Dowse, Redwing; Dan Lund, Newport Jeffrey Lunde, Brooklyn Park; Tim McNeil, Dayton; Tom Ryan, Blaine; George Tourville, Inver Grove Heights; Julie Trude, Andover; Scott Zerby, Shorewood
- We wish them well and we will miss them!
- Mayor Ken Wilcox shared that the RCM has proven to be a well-rounded, accommodating and upbeat organization. Most importantly, it has been a space to get to know fellow mayors and share in the common problems – we are all in this together.
- Mayor Tim McNeil thanked everybody for the last 8 years. He shared that it takes some time to get your feet under you as a new mayor and that the RCM is a great place for new mayors to connect.
- ULI Minnesota Advisory Services – Cathy Bennett
 - [LINK TO ULI MINNESOTA ADVISORY SERVICES FLYER](#)
 - Reach out to Cathy Bennett, ULI Minnesota Advisory Services to learn more or schedule a virtual Navigating your Competitive Future workshop or Technical Advisory Panel: cathy.bennett@uli.org, 612-670-8147
 - Navigating your Competitive Future (NCF) – free of charge, virtual workshop.
 - Technical Assistance Panel (TAP) – deeper dive into challenging redevelopment opportunities.
 - Virtual allows us to offer these advisory services in Greater MN as well.

BUSINESS AS UNUSUAL: JACK ULDRICH, FUTURIST

Mayor Doug Anderson welcomed Jack Uldrich.

No one can predict the future; but Jack Uldrich can help you prepare for it. Jack is a leading futurist, author, and speaker who helps organizations gain critical foresight they need to create a successful future. His work is based on the transformational principles of unlearning – or freeing yourself from obsolete knowledge and assumptions – as a strategy to survive and thrive in an era of unparalleled change.

[LINK TO PRESENTATION](#)

[ANNUAL LIST OF PREDICTIONS FOR 2021](#)

- Jack's latest book: *Business As Unusual: A Futurist's Unorthodox, Unconventional, and Uncomfortable Guide to Doing Business*

1. Expect the unexpected

- Today is the slowest rate of change you will ever experience
- FAA – experiment with drone deliveries – this is not just an urban thing; it will likely be in rural communities as well.

2. Explore the unknown

1000 fold increase.

Technology – Satellites. SpaceX 30,000 more satellites will deliver the internet

Healthcare delivery – 5G

5G – robotic surgeries

Project Kuiper – Amazon to launch satellites

5g – unmanned supermarkets even in rural areas.

3. Embrace Uncertainty

Danger and Opportunity are the two charters in the word uncertainty.

Acknowledge the bad, but then to flip it and acknowledge the opportunities.

IDEA: Hotel retrofit to create affordable housing.

4. Unlearn old habits

25-30 years of experience may really just be 1 year of experience repeated 25 times!

- What used to work yesterday or today might not work tomorrow.
- **Artificial Intelligence.**
 - Helping communities recycle
 - Help with mental health issues
- Can we leverage technologies – yes!
- Education – AI big impact.
 - 65% of kindergarteners will be working in jobs and industries that don't even exist yet.
 - Classroom of the future – figure out how each individual learns.

5. Get comfortable being uncomfortable.

Would rather fail conventionally then to succeed unconventionally

Take risks and innovate. Trends: Autonomous small aircrafts. Change regional transportation habits.
3D printed houses – printed over a couple of days.

6. Try **Unorthodox Ideas**

- Smart Toilet
 - Biomarkers
 - Make money keeping you healthy
- Autonomous delivery of groceries = Elimination for the need for cars.

7. Listen to **Unconventional Voices**

Get a reverse mentor! See the world from a different perspective.

[Doughnut Economics](#) – our economic thinking has to change.

Nothing in mother nature grows forever.

Long lasting environmental impact.

Figure out how to pull folks out of poverty without doing damage to the environment.

Think about economics in a fundamentally different way.

The future is here – it is just not evenly distributed.

8. Question the **unquestionable**.

Plant based protein. – 5 years ago, Jack was talking about this.

Fringe Ideas:

Grant personhood legal rights to a Rivers.

If we have granted legal corporations legal rights, why not the river?

Citizenship to pollinators (bees and birds) in Costa Rica. Figure out how to protect them.

9. Think about **Unthinkable Things**

Take time to think about the future.

Create a habit. Friday future 15! Every Friday at 4:45PM

Things right in front of you that you simply missed!

Think about how our world is changing

10. Imagine the **unimaginable**

The world will continue to change fast.

Convert your existing car into an autonomous vehicle.

What is next?

Moving into an extraordinary period of change. Embrace and encourage!

Questions for Jack:

- How to sustainably march toward this future? And bring these ideas into our cities.
Jack – first thing is to tell stories. Tell stories of how fast the world can change.
Open their minds to the possibility of seismic change. What are the threats, but also what are the opportunities?

- Excited about blockchain – cooperatives of the past. Allow people to do things in a different way!
Transform our community in powerful ways.
- Does Artificial Intelligence (AI) mean we are idling part of our workforce?
Jack: job displacement is real. Rethink education. Life Long Learning needs to be a reality.
To see jobs that will go away is easier than to see jobs that don't exist yet.
We don't need the answer. Ask better questions! Find common ground to the challenges of our time.
- How do I translate this into public policy? How do cities planning for future and manage the transition?
Jack: He's come to appreciate that planning can lull us into a false sense of security.
What has to replace that – strategic experimentation. None of us know what will work in the future. Pilot projects!
Price of innovation is failure sometimes – it's a learning mechanism.
- We need to build for what we need now, the immediate problems – how do we manage ten years out?
Jack: How fast – nobody knows! Might need to build today knowing it will become a stranded assets.
Find that point that makes you just a little bit uncomfortable. Getting close to the right amount.
And learn from one another!
- Community engagement is key. Talk about the challenges that face us.
- How will blockchain and cryptocurrencies affect government's ability to collect taxes?

RCM 2021 PRIORITIES DISCUSSION

[LINK TO DRAFT 2021 PRIORITIES](#)

Mayor Anderson:

- RCM Executive Committee had at least 1 or 2 conversations re: 2021 priorities.
- Want to ensure that this monthly convening is of value to you. What agenda topics did we miss? This draft is not written in stone. Invite a topic that we have not thought of yet?

Caren: help us identify speakers who you think will be helpful; people on the cutting edge of these topics.

Please send ideas to me at: caren.dewar@uli.org

- **OTHER IDEAS**
- Civic Engagement/Community Engagement
- Planning forward.
- Change management and leadership in times of change.
- Access. Diversity, Equity, Inclusion?
- Racism and restructuring systemic racism.
- Set up a working group: Mayor Harris and Mayor Wiersum volunteered
- Link provided by Mayor Elliott:
Article: [“*Racism has cost the U.S. \\$16 trillion, Citigroup finds*”](#)
Link to Citigroup Report: [“*CLOSING THE RACIAL INEQUALITY GAPS: The Economic Cost of Black Inequality in the U.S.*”](#)

ATTENDANCE

MAYORS

James Hovland	City of Edina (co-chair)
Doug Anderson	City of Lakeville (co-chair)
Marylee Abrams	City of Maplewood
Rite Albrecht	City of Bemidji
Tracy Bertram	City of Becker
Kirt Briggs	City of Prior Lake
Anne Burt	City of Woodbury
Tim Busse	City of Bloomington
Mike Elliott	City of Brooklyn Center
Shep Harris	City of Golden Valley
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
Mike Maguire	City of Eagan
Sandy Martin	City of Shoreview
Tim McNeil	City of Dayton
Rhonda Pownell	City of Northfield
Maria Regan Gonzales	City of Richfield
Paul Reinke	City of Oakdale
David Smiglewski	City of Granite Falls
Jake Spano	City of St. Louis Park
Brad Wiersum	City of Minnetonka
Ken Willcox	City of Wayzata
Janet Williams	City of Savage

GUESTS

Jack Uldrich, Futurist

Andrea Inouye, City of Minneapolis, Office of Mayor Jacob Frey;
Curtis Johnson; Sandra Krebsbach, ATEA; Jay Lindgren,
Dorsey & Whitney; Dave Unmacht, LMC

ULI MINNESOTA

Stephanie Brown, Caren Dewar, Rachel Keenan, Cathy Bennett

NEXT MEETING

Monday, January 11th, 2020: ULI Minnesota Advisory Board and Regional Council of Mayors joint meeting.
Peter Frosch, Greater MSP and Tom Fisher, U of M Design Center
11:30 a.m. to 1:30 p.m. – Zoom meeting, by invitation.