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| Meeting | Opportunity Neighborhoods for Regional Prosperity | Date | 9/30/15 |
| Facilitator | Tawanna Black | Time | 3-5pm |
| Location | NFG | Scribe | Tawanna / Luke |
| Attendees | Dane Smith, Sarah Hernandez, Kevin Murray, Lee Sheehy, Nuria Rivera-Vandermyde, Craig Taylor, Vinodh Kuttu, Larry Hiscock, Jocelyn, Aasim Shabazz, Luke Weisberg, Repa Mekha, Andriana Abariotes, Eric Muschler, Bryan Lindsley | | |

| Key Points Discussed | |
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| Introductions | Tawanna welcomed the group, asked for introductions along with feedback on the Living Cities RBA retreat. |
| Project Overview | <p>Tawanna walked through the project presentation (see intranet).</p> <ul style="list-style-type: none"> ➤ Living Cities is interested in bringing together: public sector strategies, community engagement strategies, and opportunities for capital investment. ➤ Likely workgroups for this group include: workforce, wealth creation & family stability, commercial corridor development/growth, transit development, and other capital investment. Members identified some additional data needs that may be helpful to have; to the extent they are available. These include: <ul style="list-style-type: none"> • Geographic areas of generational poverty • What do we know about the choices of Latinos & whites to live on the Northside? Basic demographic breakdown of households...and maybe some additional data points? • More detail on employment disparities • Analysis of current workers on the Northside: breakdown by race, earnings, etc. • What do we know about hiring practices of Northside businesses? Luke suggests we can get public sector data out of NeoGov (applicant pool through hiring - seeing who drops off). • Do we have any refreshed data on business clusters? At the neighborhood level? ➤ Add need for research on the role of discrimination and bias in lending ➤ Agreement on common language/ definitions (racial equity, etc.), common data points and common tools (racial equity toolkits, etc.) |
| Project Mapping Report & Discussion | <p>Luke walked through the Living Cities Alignment Matrix (see below). Feedback included:</p> <p>WORKFORCE</p> <ul style="list-style-type: none"> • What areas of alignment exist between each of the projects? (i.e., time length of each project, Bloomberg 3rs, N@W 5yrs, etc). <ul style="list-style-type: none"> ○ Common Objectives & Area of Focus ○ Common Goals & Metrics <ul style="list-style-type: none"> ▪ LUKE: Employment & Wages – Common throughout most Workforce Development Facets and some of the Business Development facets ▪ # of places in Land Use where we’re assessing amenities developed and increase in land value/ taxes (Riverfront Investment, Transit Investments, Community Works) ▪ If we can knit together the employment outcomes and wages for people will be a place of intersection ▪ If we strengthen land use efforts and land value increase ○ How do we make sure that we don’t check the box on unemployment or any of the |

goals because we see that there are several efforts with several measurable goals- but realize that the need is still really great.

- Can we get the data that tell us what the current workforce efforts in North Minneapolis are producing? Unduplicated numbers. Can the City & County run a two-year history for all WorkForceOne Placement/Retention/Living-Wage/Career Jobs
- Are we tracking employment numbers for programs?
- Even once we prove that a program ‘worked’ how do we prove causality...what about that program produced the result for the individual? Would the individual attribute that success to the program/ or to some function of that program?
- What are the traits and characteristics of programs and strategies that lead to the desired results- how do we lift those up so that they became

LAND USE & BUSINESS DEVELOPMENT

- Bloomberg has a Challenge Statement: Renters of color face worse outcomes when it comes to quality & stable housing and access to housing. Focus on tier 2 or tier 3 rental housing- and decreasing the number. Also reducing the rates of evictions for persons of color. HousingLink and Homeline are doing a study on this. Reducing the number of denials for rental housing.
- Do any of the land use projects have population level data. Permits pulled/ investment made in North Minneapolis for last two years?
- Center Cities Strategy- Has a goal of having a definition of ‘site-ready’ locations and prioritizing ‘site-ready’ sites. This will help us coordinate the preparation of land in North Minneapolis that will lead to business development in North Minneapolis
- What are the industries that real opportunities exist in? How do we prioritize business attraction in those industries?
- DATA: What zoning changes have been made in the last 3 years? What requests for Zoning Changes have been made and not approved?
- Need a conversation about job development
- ICIC did a study for the Port Authority on land use--- Should this be done for Minneapolis; And/or should we know what barriers exist for the Port Authority to build from the data?
- IS there a need for a refresh on industry cluster analysis at the neighborhood level?
- How do we prepare for what’s coming down the pike?
 - NorthPoint Expansion Project- It will have 100 jobs, will have potential for increased housing, etc. What else do we need to pair around this project to ensure maximized outputs? Industry based training? Could we use this a sample project to help show how we could work and strategize differently to ensure that it’s successful, and then duplicate the model.

BUSINESS DEVELOPMENT

- Inventory of Northside Employers---Do we know what employers have shifted in or out in the last two years?
- WE need a strategy to avoid investors purchasing land and holding it at costs that prohibit local, small business development. Need a land value analysis to understand
- Common Leaders & Influencers

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| | <ul style="list-style-type: none"> ○ Common Funders • What results will we gain from aligning 2 or more objectives/ goals? Why? How will we know? • What opportunities <p>Summary: In discussion the alignment worksheet members outlined commonalities that were apparent, given the current breakdown of Workforce, Land Use, and Business Development. However, there was meaningful consideration about creating more refined categories and then completing the analysis with some additional detail in each cell.</p> <p>Ultimately, members affirmed that this kind of analysis helps us to see where there are common measures and will allow us to eventually stack up shared "targets" (e.g., number of people employed) and assess what a meaningful shared target would be.</p> <p>Members asked staff to refine the worksheet and create some suggested steps to answer, "what would it take?" to align these activities going forward. The group will review and take action on that next level of analysis and suggested steps at its next meeting.</p> |
| Announcements | <p>Growth & Justice will host a convening in January on Workforce Equity & Alignment- (likely MLK Saturday).</p> <p>North@Work releasing RFPs this Friday (10/2).</p> <p>Meeting adjourned.</p> |