



**EVENT RECORD**  
Loring Park Neighborhood Master Plan

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November 4, 2010

**Community Gathering**  
**Creative Neighborhoods in the Creative City**



**Event Preview Document**  
(published ahead of the event by web & email)

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## EVENT PREVIEW

### Loring Park Neighborhood Master Plan

# Thursday

# November 4, 2010

## Community Gathering: Creative Neighborhoods in the Creative City

Music Box Theatre, 1407 Nicollet Avenue, 6:30 pm (*social time 6pm*)

What makes cities creative places? Why does Minneapolis have one of the nation's most robust arts and creative communities? Why are the Twin Cities home to so many Fortune-500 company headquarters? Why does Minneapolis have a larger downtown residential population than most other American cities its size?

### How does Loring Park contribute to making Minneapolis a creative city?

Citizens for a Loring Park Community have set up a public planning process in support of the Loring Park Neighborhood Master Plan effort. The calendar includes two fall public workshops, each with an informal Community Gathering the preceding Thursday evening. At our first gathering in September, we heard stories of Loring past. Next, we consider Loring's role in the city's evolving economy, adding to the foundation of information and ideas for the visioning on Saturday morning November 6<sup>th</sup>, and for the urban design work to follow. On November 4<sup>th</sup>, we'll be assembling leading thinkers, policymakers, and artists:

- **Jay Coogan**, President, Minneapolis College of Art and Design
- **Miriam Must**, Co-founder and Managing Director, Red Eye Theater

- **Mike Christenson**, Director of Community Planning and Economic Development, City of Minneapolis
- **Phillip Bahar**, Chief of Operations and Administration, Walker Art Center
- **John Foley**, 4Front
- Musicians **Jerry Rau, Derek Johnson & HardGrass**
- Dancer **Derek Phillips**
- Food: **Eddy's Café & Salsa a La Salsa**
- Welcome by **Steve Barberio**, CEO Music Box Theatre
- **Tom Borrup**, *Creative Community Builders*, will be facilitating the panel conversation.

The Loring Park Neighborhood could be called Minneapolis' meeting ground. The neighborhood actively welcomes and serves as a gathering place for millions of people every year. It occupies a central place in the urban quality of life and creative energy of the Twin Cities. Loring borders downtown to the southwest. The Minneapolis Convention Center, Walker Art Center, and several major religious institutions anchor other corners – as do the Minneapolis Community and Technical College and St. Thomas University's Minneapolis campus. The historic park hosts a plethora of important regional events, including the Twin Cities Pride and Loring Park Art Festivals. Two of the city's most famous avenues, Hennepin and Nicollet, pass through and help define and connect the neighborhood. A rich mix of housing options provide downtown's largest residential population, stable homes and a first stop for newcomers. Creative workers, artists, and people who enjoy walkable urban lifestyles and amenities choose Loring Park as their home.

*CLPC is organizing this event with the assistance of the PETER MUSTY LLC consultant team and the CLPC Master Plan Steering Committee.*

*Updated November 2, 2010.*



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**Event Summary** *by Tom Borrup, updated November 26, 2010.*



## Creative Neighborhoods and the Creative City

*A Discussion in support of the Loring Park Neighborhood Master Planning Process*

**Thursday, November 4**

**6:30 to 8:30 pm**

**Music Box Theatre**

**1402 Nicollet Ave., Minneapolis, MN**

What makes cities creative places? Why does Minneapolis have one of the nation's most robust arts and creative communities? Why are the Twin Cities

home to so many Fortune-500 company headquarters? Why does Minneapolis have a larger downtown residential population than most other American cities its size? **How does the Loring Park Neighborhood contribute to making Minneapolis a creative city?**

*(Pictured left to right: Tom Borrup, Phillip Babar, Jay Coogan, Miriam Must, John Foley – Mike Christenson not pictured. Photo by Bill Weber.)*

## Welcoming Remarks

**Steve Barberio**, Owner of the Music Box Theatre and member of CLPC Master Plan Steering Committee welcomed attendees and described his vision for the re-invigorated, and soon to be re-named, theater. His intention is to present more regular and eclectic events of interest to the neighborhood, as well as visitors from the metro area. Additionally, he hopes the theater will serve as a catalyst to grow and support nightlife activity and nearby restaurant and retail business.

## Master Plan Update

**Neil Reardon** (for **Robert Cook**) & **John Van Heel**, Co-Chairs of CLPC Master Plan Steering Committee, and **Peter Musty**, Master Plan consultant team leader described the steps involved in the planning process. They described the evening, as well as the upcoming, November 6 visioning workshop, as a key step in setting the direction of the neighborhood master plan.

## Panel Discussion

**Tom Borrup**, Creative Community Builders, consultant team member, and panel moderator introduced the speakers. The purpose of the evening was two-fold: 1) to inform the master planning process through a “30 thousand-foot” perspective of global trends in urban economies and environments, and 2) to contribute to the general discussion in the Twin Cities on the value



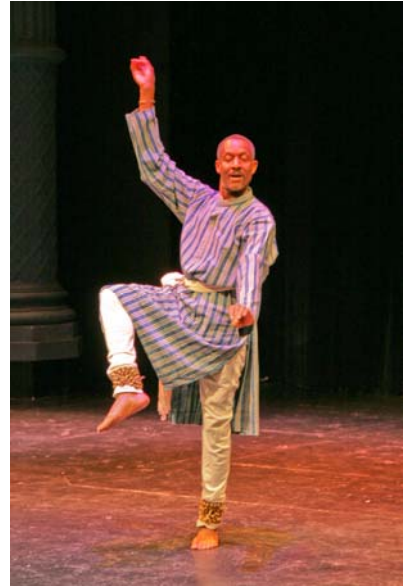
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and role of creative people, organizations, and neighborhoods in the future well-being of the metro area.

**John Foley**, founder and director of 4Front was the first speaker. 4Front is a nonprofit recently formed to promote the Twin Cities' creative assets and strengths as a globally competitive city region. John spoke of the vision and largesse of early civic leaders and their awareness that creativity is essential to the success of globally-competitive businesses, and the cities and regions in which they're located. He explained that Minnesota was home to 22 Fortune-500 companies, 20 of which were "home-grown". The area's track record of launching innovative and highly competitive businesses, he asserted, is tied to the presence of a creative community and to a robust arts and culture community. Competing globally for talent, business leadership here has historically led in maintaining a strong arts community as well as a strong education system, priorities Foley advocated. As far as neighborhood planning, he recommended integrating artists and rich opportunities for experiencing their work into daily life. He cited areas such as Loring Park with mixed residential, commercial, social, and cultural opportunities as a good example.



**Miriam Must**, Co-founder and Managing Director of Red Eye Theater spoke second. She described the history of the 25-year-old producing company and how its early life took place in a couple of substandard locations in the downtown warehouse district. For 20 years now it has enjoyed a spacious location in Loring Park, with most of the square footage devoted to production with a relatively small house for audience. The company has employed hundreds of artists over the years emphasizing experimentation and newly created work. It has also developed techniques that are being well used in schools around Minnesota teaching presentation styles and storytelling. The company is now looking at ways it can further contribute to the surrounding neighborhood and is grateful to be part of a supportive community.

**Jay Coogan**, President, Minneapolis College of Art and Design, addressed his experiences in Providence, RI, where he was an arts educator and administrator for over 25 years before coming to Minneapolis just about a year ago. He saw how visionary city leadership, strong educational institutions, and artists acted in concert to bring an economic and civic revival to a long-depressed city. Public infrastructure investments, public art, outdoor cultural activities combined with artists and the art school there to occupy vacant downtown buildings and bring energy and life to real estate that was nearly abandoned. He listed a series of considerations for Loring Park planners including streetscape improvements, investments in nightlife, residential amenities, and public art. Creating a friendly environment for artists and people of all ages and ethnicities were also important.

**Phillip Bahar**, Chief of Operations and Administration, Walker Art Center described the significant events the Art Center has produced and collaborated with the neighborhood on. While



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not technically located in Loring Park, the institution is fully attached and concerned with its future. He was particularly concerned with infrastructure and transportation improvements that enable greater walkability and general connection between the neighborhood and the Walker. Additionally, he focused on the development of retail, restaurant, and nightlife on Nicollet Avenue.



**Mike Christenson**, Director, Minneapolis Community Planning and Economic Development spoke to the many investments the City has made historically in arts and cultural infrastructure and public art. He asserted that City leadership is fully aware of the value of creativity and the arts to the economic future of the city. He cited economist Ann Markusen as having far more cogent thinking about the role of artists in the life of a city than the more widely-cited economist Richard Florida. Future planning and development for the city must integrate cultural activities and prominent places for artists, he suggested. He applauded neighborhoods such as Loring Park that focus on promoting creativity and welcoming diverse residents, as these are attributes that are critical to the future of the city in competing for global talent and nurturing new and innovative business. Christenson also complimented the city's widely-recognized cultural community – including the mix of individual artists, smaller organizations, and larger institutions. He felt its quality and depth were essential to the city's future in business leadership and quality of life.

### Loring Park Artists

Several artists living and/or working in Loring Park also participated in the event.

Jerry Rau, musician played in the lobby prior to the formal presentation in the theater. At the conclusion of the panel discussion, Derek Phillips, dancer, took the stage and explained key elements of traditional Indian dance that he then performed. Derek Johnson & Hardgrass, a group of musicians who perform regularly in the neighborhood provided music in the lobby for the many who lingered to discuss the evening program.

*(Photos on this page and previous are of the dance performance by Derek Phillips, photo by Bill Weber.)*

# Welcome! Thank you for gathering with us in support of The Loring Park Neighborhood Master Plan.



Members of CLPC, Citizens for a Loring Park Community, have organized a community participation process to develop a Master Plan document intended for submission as Small Area Plan amendment to the City of Minneapolis Comprehensive Plan. Tonight's discussion continues 50 hours of structured community interactions, including four Saturday morning workshops, each with a topical community discussion the preceding Thursday evening.

Tonight we explore together several questions: What makes cities creative places? Why does Minneapolis have one of the nation's most robust arts and creative communities? Why are the Twin Cities home to so many Fortune-500 company headquarters? Why does Minneapolis have a

larger downtown residential population than most other American cities its size? **How does the Loring Park Neighborhood contribute to making Minneapolis a creative city?**

Conceived and structured in consultation with the City of Minneapolis Department of Planning and Economic Development (CPED), this planning process is organized and managed on behalf of Loring citizens and stakeholders by **Citizens for a Loring Park Community** (Jana Metge, Executive Director). Public participation events, project calendar, archives, documents, contact email, and other event information will be published during the process at [www.loringpark.org](http://www.loringpark.org), or can be obtained alternately by inquiring at #612-874-9002.

## **CLPC Master Plan**

### **Steering Committee**

Robert Cook (co-chair)

John Van Heel (co-chair)

Richard Sandberg

Neil Reardon

Christopher Hoffer

Janine Jelks-Seale

Paul Hinderager

Mike Marn

Marn Nelson

Steve Barberio

Peg Larson

Reede Webster

Bob Copeland

### **CLPC Coordinator**

Jana Metge

### **Special Thanks:**

#### **City of Mpls Planner**

Beth Elliott

#### **Neighborhood**

#### **Revitalization Program**

Joe Horan

Eddy's Caf 

Salsa a La Salsa

Music Box Theatre

## **This Evening's Program**

### **Music Box Theatre – November 4, 2010**

#### **6:30 Welcoming Remarks**

Steve Barberio, Owner of Music Box Theatre, Member of CLPC Master Plan Steering Committee

#### **Master Plan Update**

Neil Reardon & John Van Heel, Co-Chairs of CLPC Master Plan Steering Committee

Peter Musty, Master Plan consultant team leader

#### **6:40 Panel Discussion**

### **Creative Neighborhoods in the Creative City**

Phillip Bahar

John Foley

Mike Christenson

Jay Coogan

Miriam Must

Tom Borrup, Master Plan consultant team, moderator

#### **7:45 Wrap Up & Performance!**

Jana Metge, CLPC Coordinator

Derek Philips, Dancer

## **Thank you to this evening's musicians!**

Jerry Rau

Derek Johnson & Hardgrass

# Thank you to this evening's panelists!

## Phillip Bahar

Phillip Bahar, Chief of Operations and Administration, Walker Art Center, Minneapolis, oversees visitor experience, earned income, and administrative functions-visitor services, building operations, security, food service and facility rental, information technology, human resources, and the Walker Shop. He oversaw two weeks of special events celebrating the Walker's highly-celebrated Herzog & de Meuron designed expansion (April 2005), co-developed the Walker's opening campaign, implemented a successful public relations effort, and conducted one of the most ambitious audience research studies in the Walker's history. He has also led other museum-wide efforts, such as the 20th anniversary celebration of the Minneapolis Sculpture Garden, which featured three months of outdoor exhibitions, performances, family events and other programs, as well as annual Rock the Garden concerts.

He participated in the Getty Leadership Institute's Museum Leadership Institute (2003) and serves on the Public Relations and Marketing Committee and National Program Committee (2008) of the American Association of Museums. He holds an M.A. in Arts Management from Columbia University (New York, NY) and a B.A. in Art History and Psychology from Brandeis University (Waltham, MA).

## John Foley

John Foley is the author of *Balanced Brand* and the founder and CEO of LEVEL, a brand and marketing communications agency. He is also the founder and Executive Director of 4FRONT. Foley has provided strategic brand planning since 1986 for such organizations as American Express, 3M, Coca-Cola, Cargill, Caterpillar, GMAC, Hazelden, KPMG, Lawson Software, Pearson, Medica, Tiffany & Co. and United Health Group.

Beyond consulting, Foley writes for numerous business and trade publications in the areas of branding, advertising and public relations. He

frequently guest lectures at the Conference Board University of Minnesota, Carlson School of Business, Reputation Institute, St. Thomas University and numerous professional and educational events.

He wrote the groundbreaking book *Balanced Brand* which explores why organizations must align corporate values with stakeholder values to build and protect strong brands and reputations. *Balanced Brand* was published by Jossey-Bass in 2006.

Foley has served on the boards of the Carlson Brand Enterprise at the University of Minnesota, the Design Institute and the Reputation Institute.

## Mike Christenson

Mike Christenson serves as Director of the Community Planning and Economic Development Department for the City of Minneapolis. He is an attorney, a former health care executive and an appointed city official.

Mike is one of the founders of the Phillips Partnership and the Health Careers Institute which were formed to revitalize the Phillips neighborhood in south Minneapolis.

He has drafted City development agreements for such projects as Midtown Exchange, Global Market, Plaza Verde, Coloplast, and Gold Medal Park. Mike assisted in the historic closing of the unemployment gap in the last four years. Led by Mayor R.T. Rybak and the City Council, the City teamed with AchieveMpls and the Minneapolis Community and Technical College in the development of *The Minneapolis Promise*.

Mike has been an organizer of the Minnesota Justice Foundation, the Phillips Powderhorn Wellness Center, the *Day One Project*, the State Fair Shuttle, *Power of You* and the *STEP-UP* jobs program. He has also served as the head of the Metropolitan Transit Commission, the Citizens' League, and the St. Matthew's vestry.

His wife, Lis, and children, Will and Aria, also enjoy lives of service.

## Jay Coogan

Jay Coogan is the president of the Minneapolis College of Art and

Design, named to the post in July 2009. MCAD is one of the nation's highly regarded private art and design colleges, with a current enrollment of over 750 students.

Coogan is the former provost of the Rhode Island School of Design where he worked for 25 years. At RISD, he established a dual degree program with Brown University, led initiatives to link RISD with the greater Providence community, and spearheaded the development of the Center for Integrative Technologies, a new interdisciplinary facility to provide studio space for graduate students. At MCAD, he has begun to focus on strengthening the college's regional connections, building new partnerships, and elevating MCAD's reputation as a leader in discovering and developing creative talent.

Mr. Coogan is also an accomplished artist. His work has been shown at numerous museums and galleries and is represented in many corporate and private collections. A native of Massachusetts, Coogan holds a Master of Fine Arts degree in sculpture from Hunter College, The City University of New York; and a Bachelor of Arts degree in visual arts from Brown University.

## Miriam Must

Miriam Must is a co-founder and Managing Director of Red Eye Theater, located in the Loring Park Neighborhood. She has originated roles in more than 50 Red Eye productions since 1983.

Miriam has been a teaching artist for the past 15 years with a focus on integrating theater into the curriculum. She collaborates with teachers in classrooms across the state to facilitate learning that occurs in and through the arts, and is responsible for implementing much of the administrative work of the company.

She has served on numerous grant review panels, as well as two terms on the board of the Metro Regional Arts Council. She graduated with honors in 1980 from Grinnell College with a B.A. in Theatre.



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# Nov 4 Opening Remarks

*(6:30pm, ~10 minutes)*

All panelists will be seated on the stage by 6:30 when we start. Tom and Jana will greet them and guide them to do so.

### **Opening Remarks by Steve Barberio (3-5 minutes)**

### **Welcome, Acknowledgements & Master Plan Update (5 minutes)**

*Neil Reardon, John Van Heel and Peter Musty will take the stage.*

## **Neil:**

I'm Neil Reardon, Loring Park resident and Board member of Citizens for a Loring Park Community. On behalf of CLPC, we would like to thank all of you for coming this evening!!

Tonight's event called **Creative Neighborhoods in the Creative City**. It is the second in our series of Thursday evening Community Gatherings in support of the Loring Park Neighborhood Master Plan.

Before I turn it over to John Van Heel, our Master Plan Steering Committee Chair, and Peter Musty our Master Plan Consultant Team Leader, we would like right away to thank:

- The Music Box Theatre for hosting tonight's event.
- Eddy's Café & Salsa a La Salsa for providing food.
- Jerry Rau our opening musician.
- Others...

Please give them a hand.

There are also additional performers - that will be introduced later by Jana Metge - that we are very excited to have with us.

Now John Van Heel & Peter Musty for a brief Master Plan update...



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### John:

I would like to ask all of the Master Plan Steering Committee Members to stand. (SC members stand).....First - a thank you to all of the members for ‘steering’ so far. We have a ways to go but your oversight has been very important.

Second – if any of you have any ideas over the course of the Master Plan process – be sure to at least engage one of these folks and tell them what you think.

What is it about Loring that you love, that you would change? What is it that you wish for our neighborhood in the near future – or down the line? Big picture issues or little details – all kinds of input is important at this stage. These steering committee members can act as a conduit for your input. Thank you Steering Committee!

As we go, all of these event records (from the gatherings, the workshops, the focus groups and the interviews) will be published at [www.loringpark.org](http://www.loringpark.org) . Please visit the page if you have any questions about the process or if you would like to see previews of any upcoming events.

### Pete:

Each of these Thursday gatherings precede an important Saturday workshop. This is the second of as many as four that we will have.

Our first set of Thursday/Saturday events was a month ago – when we gathered Thursday night at the Loring Park Community Center – and listened to five Loring community members tell stories of Loring past – tracing an arc through Loring’s evolution.

The Following Saturday we conducted a Discovery workshop, where teams of community members canvassed parts of the neighborhood taking snapshots of important issues.

In parallel to these workshops we are conducting six focus groups and ten key stakeholder interviews. Each of these events will be attended and facilitated – at the very least - by one consultant team member and one steering committee member.

Event Records will be created for each event and will contribute to the foundation of technical information that our consultant team is building (mapping , modeling and research) All of this will be synthesized during the master plan drafting process that we will start early next year.



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I'd like to invite you all to this Saturday's Visioning Workshop – where we will begin to crystallize who we are and what we want, and then ponder together – in a couple very fun ways - the Loring Park Neighborhood of 2030.

Come as you are for all or part of it. We'll open the doors at Wesley Center at 8:30 with coffee and pastries, and start at 9am on the dot. This is a particularly important exercise that will help us develop big ideas about big (or small) changes to the neighborhood – some of these ideas from Saturday may likely make their way into the Neighborhood Master Plan – and even better yet – end up as part of the Small Area Plan Amendment to the City Comp Plan. So... its not an unimportant meeting!

Also – please remember to save the date of Jan 20<sup>th</sup> & 22<sup>nd</sup> – when we will be hosting our third set of Thursday/Saturday events – these will be looking ahead , considering what a truly Multi-Modal Loring will be like, and will be reviewing alternative urban design frameworks.

Now please welcome my teammate Tom Borrup of Creative Community Builders a member of our Master Plan Consultant Team, who will facilitate this evenings' discussion on Creative Neighborhoods in the Creative City.

**6:40**

**Panel Discussion** (*Tom*) Tom introduces each of the five panelists....

**7:45**

**Turn over to Jana...** (*Jana Metge*) Announcements, (Saturday Workshop, etc)

Jana Introduces and thanks Derek Phillips and Derek Johnson & Hardgrass.