

From: Howard, Bruce <Bruce.Howard@[REDACTED]>
Sent: Thursday, November 12, 2015 9:30 AM
To: Lamb, Brian
Subject: FW: Take Meeting as Follow-Up to Vikings Exec Meeting on District Branding?

Brian –

I met yesterday with Lester Bagley and Jeff Anderson of the Vikings at their request to discuss the process and timing for renaming the Downtown East station. When we talked they mentioned that they had met with Dan and he would be asking to meet with us. Both Lester and Jeff indicated they didn't want to get on the bad side of the neighborhood groups and so they asked what our position was on renaming the station – ie., would we be supporting adding say Downtown East or whatever identity name the neighborhood comes up with to the name US Bank Stadium Station. I said, I didn't think so. And that our position was outlined in the response letter we drafted to the letter received from the Elliot Park Neighborhood. Basically, we give the naming rights to the Vikings to call it US Bank Stadium Station.

However, Lester and Jeff are not wanting us to put the Vikings in the position of having to be the ones to tell the neighborhood groups that they (Vikings) want the name to be US Bank Stadium Station only. So they would like us to send the letter I drafted for you to sign to the Elliot Park group soon. They like the letter and didn't have any changes. They also felt they could support promoting the new neighborhood identity – whatever it is – in some ways similar to what we indicated in the letter but not as part of the station name.

We talked about an event of some type to rename the Downtown East Station sometime in March. Lester thought the neighborhood groups would not have their new identity picked by then so it would not be possible to include it at that time even if we wanted to since the timing is not right.

Also, we discussed the possibility that with the pedestrian bridge item going to the full council next week that someone might ask for the agreement and then notice that in the agreement the name of the station is intended to be US Bank Stadium Station. So Lester was going to talk to US Bank and see if they might want to make an announcement after the Council approves the item.

So I'm not sure how you want to handle it since we have the letter ready to go to the Elliot Park group but we also have this request from Dan now which appears to ask us to engage in a discussion/process about naming the station. And we have the potential for the agreement to become public next week after the Council meeting which will indicate our agreement with the Vikings to call it US Bank Stadium Station.

Bruce

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From: Dan Collison [mailto:DCollison@[REDACTED]]
Sent: Wednesday, November 11, 2015 3:45 PM
To: Lamb, Brian ; Howard, Bruce
Cc: Lester Bagley ; Anderson, Jeff ; Steve Cramer ; Paul Mellblom ; Tom Jollie
Subject: Take Meeting as Follow-Up to Vikings Exec Meeting on District Branding?

Hi Brian and Bruce,

I have the privilege of leading a district branding initiative for East Downtown with the collaborative support and funding of the East Downtown Council, the Minneapolis Downtown Council-DID, the City of Minneapolis CPED, the McKnight Foundation, and PadillaCRT. This process is fashioned after what many urban centers are doing across America and in order to drive a more regional narrative to our business district that includes Elliot Park and Downtown East.

In a meeting with Lester Bagley and Jeff Anderson regarding the Viking's understanding and interaction with the brand process, Lester recommended that I take individual meetings with you two/Metro Transit staff and Michelle Kelm Helgen/KSFA as an important step toward your leadership engaging in what we are doing and how it will connect with your organizational brand platform(s). Lester also suggested that after we do our individual meetings, that we hold a multi-organizational stadium stakeholder meeting (Vikings, MSFA, Metro Transit) in the first quarter to review the final proposed branding image and logo ideas that PadillaCRT will bring forward for the communities input and selection.

To be clear, we (myself and PadillaCRT Sr VP Tom Jollie and other associates) are also taking meetings with Elliot Park Neighborhood leaders, the Downtown Minneapolis Neighborhood Association Board, Meet Minneapolis Executive Staff, GreaterMSP Marketing Staff, Ryan Companies/Wells Fargo, City Council Members, and of course EDC and MDC Boards and staff. This is all in an effort to get this process right and drive it to a solid finish in the next six months in order to align with the timing for Super Bowl way finding efforts.

Could we set a meeting before the end of the years to work through the presentation that can be found at this link?

<https://www.dropbox.com/s/id0z47a11kou0vy/East%20Downtown%20Council%20Branding%20Update%20092915.pdf?dl=0>

Thank you for your consideration,

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