



Request for City Council Committee Action from the Department of Community Planning and Economic Development

Date: June 20, 2011
To: Council Member Elizabeth Glidden, Chair,
Regulatory, Energy & Environment Committee
Subject: Thinc.Green^{MSP} Steering Committee Appointments

Recommendation:

Approve staff recommendations for four additional candidates to serve on the Thinc.Green^{MSP} Steering Committee.

Previous Directives:

- July 11, 2008 – City Council adopted a resolution supporting the Minneapolis Good Jobs, Green Jobs Initiative to integrate strategies throughout the City's work to capture the benefits of the emerging green economy for Minneapolis.
- September 24, 2010 – City Council adopted a resolution authorizing and directing City staff to enter into a Joint Powers Agreement with the City of Saint Paul to advance and implement the Thinc.Green^{MSP} Plan to coordinate private, public, and intergovernmental efforts to grow the region's green economy.
- March 10, 2011 – City Council approved 16 Mayoral appointments to the Thinc.Green^{MSP} Steering Committee.

Department Information

Prepared by: Emily Stern, Senior Project Coordinator, 612-673-5191
Approved by: Charles T. Lutz, Deputy CPED Director
Catherine A. Polasky, Director, Economic Policy & Development
Presenters in Committee: Emily Stern, Senior Project Coordinator

Financial Impact

- Action requires an appropriation increase to the Operating Budget
 Action provides increased revenue for appropriation increase
 Action is within the Business Plan

Community Impact

- Neighborhood Notification: The Minneapolis Regional Chamber of Commerce has been consulted on Thinc.Green^{MSP} and City staff will continue to involve the local chambers and business associations as the work is implemented.
- City Goals: Eco-Focused; Jobs & Economic Vitality
- Comprehensive Plan: Thinc.Green^{MSP} addresses several policies and strategies in the Economic Development and Environment chapters of the Plan.
- Zoning Code: Business development efforts and any associated land use activities supported through this initiative will comply with existing zoning.
- Sustainability Targets: Green economy/job growth is one of the City's 26 sustainability indicators that is being charted and tracked annually through the Minneapolis Sustainability Reports.
- Living Wage/Business Subsidy Agreement: N/A
- Job Linkage: N/A

Supporting Information

Background

Thinc.Green^{MSP} is a partnership between Minneapolis and Saint Paul dedicated to creating an integrated and robust set of tools and strategies to grow the region's green economy, create regional distinction, drive demand for green products and services, and generate momentum and support for continued innovation in green manufacturing. Thinc.Green^{MSP} is partnering with private industry interests and government partners to:

- Implement several strategic initiatives to improve Minneapolis - Saint Paul's manufacturing base;
- Build local markets for green products and services;
- Brand Minneapolis - Saint Paul as an attractive choice for green businesses and manufacturing; and
- Expand the green business-friendly environment that will help attract, retain, and grow green manufacturers, suppliers and related services.

The Thinc.Green^{MSP} action plan is described in the report, *Manufacturing Better Business, Thinc.Green^{MSP} 2010-2012 Market Strategic Plan*.

<http://www.bluegreenalliance.org/admin/publications/files/ThincGreenMSP.pdf>

Thinc.Green^{MSP}'s Strategic Initiatives

Thinc.Green^{MSP} is leading five high-profile strategic initiatives to (1) drive demand for locally produced green products and services; (2) drive demand for highly skilled workers to make those products and deliver those services; and (3) distinguish the region as a leader in innovative economic development and local self-reliance.

Strategic Initiative I: "Buy Green": Local-government green-purchasing partnership
Working with Minneapolis, Saint Paul and other jurisdictions, Thinc.Green^{MSP} will expand and strengthen green-purchasing policies for local governments in the region to help grow markets for green products.

Strategic Initiative II: "Green Town" Incentives for the built environment

Thinc.Green^{MSP} will leverage local and state actions to develop and deploy robust green building standards. Establishing green building standards creates demand for manufacturers, vendors and suppliers of green products and services.

Strategic Initiative III: "Re:Purpose": Match existing industrial zones with green assets

A targeted green business recruitment strategy establishes a public commitment to attracting new businesses, leveraging smart growth assets like transit and offering superior space to companies that seek to create synergies with other compatible green businesses, suppliers, and vendors.

Strategic Initiative IV: "Early Stage Financing": Finance program through local bank

A critical component in developing a green manufacturing base in Minneapolis - Saint Paul is private start-up funding to seed businesses seeking to locate and/or grow within the region. Thinc.Green^{MSP} will develop creative, innovative and affordable financing options that will create new ways to leverage public investment with private capital, while accommodating start-ups with different needs.

Strategic Initiative V: "Thinc.Leader": Recognition program for local businesses

Thinc.Green^{MSP} will establish a program to recognize corporate leadership in green manufacturing.

Thinc.Green^{MSP} Steering Committee

The Thinc.Green^{MSP} Steering Committee provides a forum for the coordination of private, public, and intergovernmental efforts to grow the region's green economy, as well as providing advice to the Cities on the strategic initiatives described above and other related initiatives focused on growing the green economy, as identified.

In January 2011, City staff initiated an Open Appointments process to solicit applications from interested candidates to serve on the Thinc.Green^{MSP} Steering Committee. The City posted sixteen (16) vacancies for a term beginning once appointments were approved by the Mayors of Minneapolis and Saint Paul and the Minneapolis City Council and ending December 31st, 2011, with the option for annual reappointments through December 31, 2013. All vacancies are Mayoral appointments.

Interested candidates were asked to apply under one of the following categories:

- Minneapolis Mayor's Office (or designee) (1 vacancy)
- Minneapolis Department of Community Planning and Economic Development (1 vacancy)
- Saint Paul Mayor's Office (or designee), Saint Paul Planning and Economic Development Department or Saint Paul Port Authority (2 vacancies)
- Industry: manufacturing, construction (2 vacancies)
- Finance (2 vacancies)

- Statewide or regional economic development agency or group (2 vacancies)
- Marketing/Communications (2 vacancies)
- Business association or business association member (2 vacancies)
- Organized Labor (2 vacancies)

Individuals indicated on their application which category they wished to be considered for appointment. A staff team from both Cities reviewed applications and made recommendations for all 16 vacant seats which were approved by City Council on March 10, 2011 (see list of current members in Exhibit 1).

The Steering Committee met for the first time on April 13, 2011, a meeting that was attended by Mayors Rybak and Coleman. During the meeting, the Committee collectively decided to focus initially on three specific areas: 1) green building policy development, 2) government procurement of green products and services, and 3) expanding export opportunities for local green manufacturers and cleantech companies. Three subcommittees have formed around each of these focus areas and will be convening in the coming weeks. Councilmember Glidden will chair the Green Building Policy Subcommittee, and Cathy Polasky will chair the Export Expansion Subcommittee. Ellen Muller, Economic Development Manager for the City of Saint Paul, will chair the Government Procurement Subcommittee.

After forming the Steering Committee, Minneapolis and Saint Paul staff decided that the initiative would benefit from the participation of additional business leaders with unique perspectives on green manufacturing. Consequently we are asking the City Council to approve our recommendations for four new appointments to the Steering Committee (see Exhibit 2 and below). We have received applications from each of these candidates, and all have demonstrated experience and expertise in green manufacturing and clean tech industries.

- Charles Burdick, Sr. Wind Developer, National Wind
- Lea Hargett, President, Minnesota Black Chamber of Commerce
- Reuven Rahamim, President/Owner, Accent Signage
- Doug Ruth, Founder/CEO, EarthClean

The Cities plan to convene the Steering Committee at least quarterly. Each member will have one vote, and all decisions of the Committee will be determined by a simple majority of members present.

Exhibit 1: Thinc.GreenMSP Steering Committee – Confirmed Members

Name	Title	Affiliation	Steering Committee Category
Elizabeth Glidden	Councilmember	City of Minneapolis	Minneapolis Mayor's Office or Designee
Cathy Polasky	Economic Development Director	City of Minneapolis	Minneapolis CPED
Anne Hunt	Environmental Policy Director	City of Saint Paul	Saint Paul Mayor's Office or Designee
Louis Jambois	President	Saint Paul Port Authority	Saint Paul Mayor's Office or Designee
Ken Sorensen	Vice President & General Manager	Mortenson	Business Association
Frank Grazzini II	President	EverSafe Recycling	Business Association
Michael McHugh	Minority Construction Consultant	Midwest Construction Group	Industry
Joel Cannon	CEO	tenKsolar	Industry
J. Thomas Halverson	Investment Banker - Clean Technology & Renewables	Piper Jaffray & Co.	Finance
Doug Cameron	Consultant/Venture Advisor	Alberti Advisors	Finance
Margaret Anderson Kelliher	President and CEO	Minnesota High Tech Association	Statewide/Regional
Mark Lofthus	Economic Development Manager	MN Dept of Employment & Econ Development (DEED)	Statewide/Regional
Mark Andrew	CEO	GreenMark	Marketing/Communications
David Aquilina	Communications Consultant	VAST Enterprises	Marketing/Communications
Scott Gale	Business Manager	Minneapolis Building Trades & Construction Council	Organized Labor
Gerry Parzino	Union Representative	United Steelworkers	Organized Labor

Exhibit 2: Thinc.GreenMSP Steering Committee – New Candidates

Name	Title	Affiliation	Steering Committee Category
Charles Burdick	Sr. Wind Industry Developer	National Wind	New Industry Seat
Lea Hargett	President	MN Black Chamber of Commerce	New Business Association Seat
Reuven Rahamim	President/Owner	Accent Signage	New Industry Seat
Doug Ruth	Founder/CEO	EarthClean	New Industry Seat