



## *Brooklyn Center Opportunity Site*



# Meeting in a Box

Version 2/4/2020

Please return your completed materials by:

**March 31, 2020**

# The Story

**Brooklyn Center is a city of the future** with a population rich in diversity from around the world. The large number of youth will be future leaders in the years to come.

**Brooklyn Center brings strengths from its past.** Its location is accessible and connected, and people value its affordable housing with convenient access to shopping and services.



*But the transition from past to future is not without challenges.*

**For the city,** it means transitioning spaces and places built for a previous era, that no longer meet current needs.

**For the people,** it means addressing past and current practices that exclude some people from benefitting from progress and opportunity, particularly people of color. This includes addressing the potential for displacement and gentrification in the city.



*The Opportunity Site project can't meet every need. But it can help.*

**For the city,** this means creating a new place that meets the needs of residents and workers, adds value to the community, and becomes a source of community pride.

**For the people,** this means creating an accountable process that addresses past problems and provides transparency, accountability, and benefit to all residents of the community.



*What was done in the past?*

At one time, the Brookdale Mall area was a regional destination, but shopping trends changed dramatically. The City has been actively involved in working on this transition, from the development of Shingle Creek Crossing to the purchase of land for the Opportunity Site.



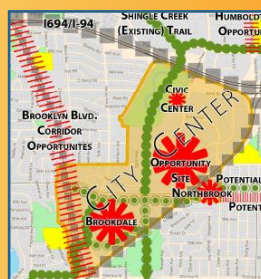
A **master plan** is a dynamic long-term planning document that provides a conceptual layout to guide future growth and development.

## SITE HISTORY



**2006**

Master Plan



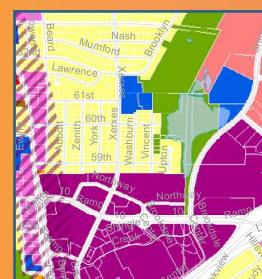
**2008**

2030  
Comprehensive  
Plan



**2018**

Development  
Agreement



**2019**

2040  
Comprehensive  
Plan



**Today**

Master Plan



## What's happening now?

The City of Brooklyn Center is pursuing redevelopment of the Opportunity Site, a **once-in-a-generation opportunity** to create a place of lasting value for the city.

Since Spring 2019, the City has been talking to the community about their goals, priorities, and concerns about the project. A short summary is provided in the Resources section. **A Draft Master Plan for the site is now available for review.**

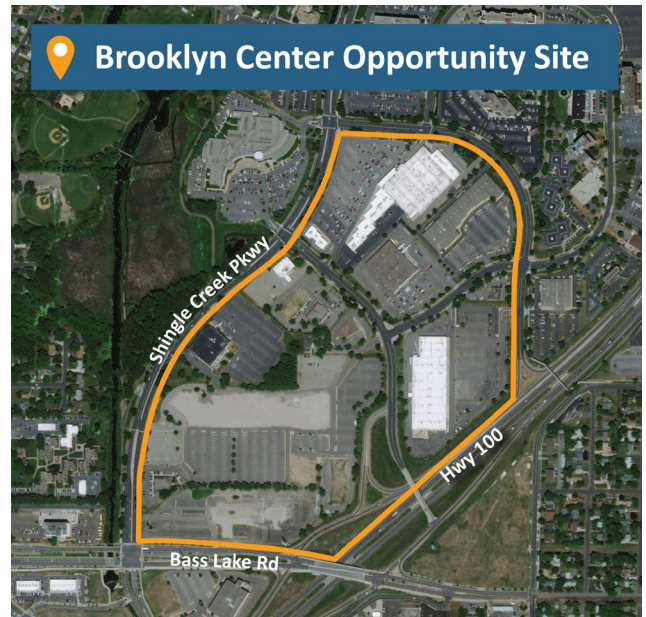
We expect a Final Master Plan to be completed by Summer 2020, with construction of the first buildings potentially beginning later that year. Full development of the site could take 5-10 years, depending on developer interest and market conditions.

The goal of redevelopment is to bring people together in a place that the community can be proud of. A place that provides a variety of housing choices, opportunities for local businesses to thrive, and new recreation and entertainment options for families. A place that benefits existing and future residents.

In order to ensure this redevelopment provides the most benefit to the community, we are seeking input not only on the plan itself, but specifically on any potential impacts the development may have on the community, both positive and negative. Historically growth and development has not benefitted all populations equally. **We acknowledge that past systems and processes have allowed this to happen, and that new approaches are needed to ensure this does not continue.**

The purpose of the next phase of engagement is to assess potential impacts of the plan, including

- Focus on inclusion of all voices
- Human impacts, including health, economic, environmental, social, etc.
- Environment and sustainability
- Multi-modal transportation connections
- Financial sustainability and fiscal health
- Unintended consequences of redevelopment



### Guiding Principles

*Four guiding principles emerged from the community workshops that reinforce a sense of community pride in Brooklyn Center.*



## How will community voices be heard in this process?

Understanding these impacts will take both technical analysis and community input. It also means making new connections to the community and building trust. As part of this, the City is reaching out to work with the community, directly and through partner organizations, to have conversations from a variety of perspectives. While this will be a significant effort, it won't be possible to sit down with every person in the community. **That's where we need your help.**



The Meeting in a Box tool is to support any group in Brooklyn Center that wants to contribute to this conversation and provide input. **Conveners and hosts of "Meeting in a Box" events will be formally recognized for their contribution by the City Council and within the master plan.**

# What is Meeting in a Box?

The purpose of a Meeting in a Box is to generate conversation and feedback from the community about the Brooklyn Center Opportunity Site. Anyone can host or facilitate a meeting — from an informal group of friends to a regularly scheduled meeting of a community institution. The Meeting in a Box provides a guide for the conversation but the host can change or adapt the approach as needed to best fit the needs of the group.



## What's in the Box?

The Meeting in the Box includes:

- Meeting in a Box Guidebook
- Large map of Opportunity Site
- Draft Opportunity Site Master Plan
- Planning process presentation
- Fact sheets/frequently asked questions
- Phase 1 and 2 engagement summaries
- Inspiration images
- Sticky notes
- Worksheets for discussion
- Sign-in sheet and evaluation forms

This package includes a series of worksheets to be used during the meetings. Copies can be made for distribution to attendees. It also includes supporting materials, to provide context and background for the discussion. These can be made available to people in advance to review.



## Interested in Hosting a Meeting?

For questions or to pick up a Meeting in a Box, contact:

**Meg Beekman, Community Development Director**

**Phone 763-569-3305**

**Email [mbeekman@ci.brooklyn-center.mn.us](mailto:mbeekman@ci.brooklyn-center.mn.us)**

Materials are also available online at: [BecomingBrooklynCenter.com](http://BecomingBrooklynCenter.com).



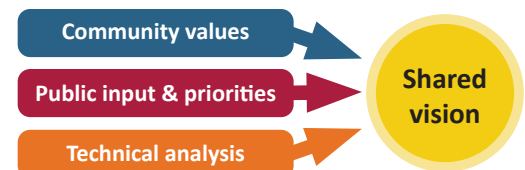
To ensure that your group's feedback is incorporated into the master planning process for the Opportunity Site, please return completed worksheets and forms by: **March 31, 2020**

## What will the City do with the Information?

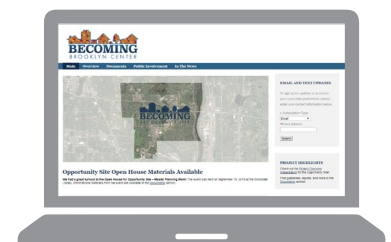
While a Draft Master Plan for the Opportunity Site has been formed, there are still many questions to answer such as:

- How will this project impact the community?
- What are people's hopes and concerns for how this will impact them?
- How do we ensure that all voices in the community are heard?

The feedback gathered through Meeting in a Box will help answer these questions. Combined with identified community values and the results of technical studies, the feedback will help form the basis for the Final Master Plan. The Final Master Plan will be made available on the project website.



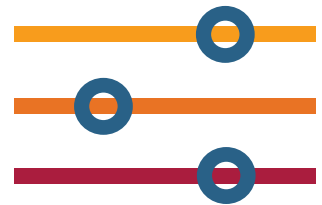
**Learn more on the project website: [BecomingBrooklynCenter.com](http://BecomingBrooklynCenter.com)**  
**Thanks for your participation!**



# Prepare for the Meeting

The following information are guidelines. The meeting facilitator can change or adapt anything to better meet the group's needs such as:

- Questions can be skipped or reworded.
- Responses to questions could be either by individuals or as a group.
- Meetings can start with a review of background information, so everyone is prepared.



*Make it Your Own*

## Before the Meeting Starts

1. Review the provided resource materials.
2. Set a meeting date, time, and location and invite your participants preferably a couple weeks in advance. Let city staff know if you need help finding a place to meet.
3. While not required, you may wish to share background materials in advance for people to review. These materials are available online at [becomingbrooklyncenter.com](http://becomingbrooklyncenter.com).
4. Two Days Before the Meeting: Remind invitees about the meeting.
5. Day of the Meeting: Set up the space for comfortable group conversation such as around a table.

## Your Role as Facilitator

1. Guiding questions are provided, but you may focus on what seems most relevant to the group. If you rephrase or create your own question, make a note on the worksheet.
2. Feel free to provide worksheets to attendees so they can follow along and take their own notes.
3. Your role is to guide group discussion and record the group's responses.
4. Consider designating a note taker to help record information from conversations.
5. Welcome all ideas and help everyone feel part of the process. The goal is to ensure everyone has an opportunity to be heard.
6. Encourage the group to come up with answers together while respecting different viewpoints.
7. Keep the discussion moving.



Please return your group's completed worksheets and forms to the Meeting in a Box contact by:

**March 31, 2020**

# Start the Meeting

## Timing and Format

The estimated time for the meeting is 2 hours, but this can vary at the host's discretion, such as allowing time for food and socializing. Suggested times for each part are included, but may vary depending on which topics generate the most conversation.

The meeting format should allow for informal group discussion. If you have a large group (10+ people), it may make sense to split into smaller subgroups of 3 to 5 people so that individuals have more opportunity to talk. It's important that each group has a "Recorder of Comments" for reporting back to the larger group.



## Welcome and Discuss Ground Rules (5 minutes)

**Purpose:** Welcome everyone and set basic courtesy rules for group. The host can set rules or ask the group to come up with them. Suggested rules:

1. One speaker at a time.
2. Everyone should have a chance to be heard.
3. There are no "right" or "wrong" answers
4. This is a safe space to share ideas.

## Introductions (15 minutes)

**Purpose:** Allow people to meet and give everyone a chance to bring their voice into the room.

1. Ask attendees to introduce themselves (unless everyone already knows each other). You may also have them answer a question with their introduction such as: What do you like most about Brooklyn Center? What do you envision the City will look like in 10 years? Why are you participating today?
2. Provide a brief overview of the project and the purpose of the meeting. An brief summary is provided below — please revise or build upon this to make it best fit your group.



The purpose of this meeting is to collect feedback from community groups about the Draft Master Plan for the Opportunity Site. The Opportunity Site is an approximately 100-acre area the City has identified for redevelopment as part of the Becoming Brooklyn Center project, which is a collection of related activities that make progress toward the City's vision of a thriving, diverse, safe, and inclusive community.

Goals of the Opportunity Site include:

- To create a downtown center and signature destination that offers green space, is well maintained, and has appropriate amenities that will drive our future economic growth.
- To serve the entire community, which is diverse, evolving and entrepreneurial.

**At this meeting today, our goal is to identify your hopes, desires, and concerns regarding redevelopment of the Opportunity Site.** The City will use this feedback, earlier feedback, identified community values, and the results of technical studies to develop a Final Master Plan for the Opportunity Site.

Let's begin.

## Part 1: Values and Goals (15 minutes)

**Purpose:** Explore what values and goals are important to attendees, as they relate to the proposed plan for the Opportunity Site.

**Facilitator Note:** This can be done individually, as a group discussion, or both.

**Materials Needed:** None

1. Twelve values have been identified previously through public input about development of the Opportunity Site. **What values are the most important to you and your community that redevelopment of the Opportunity Site should address? Rate each value from 1 (least important) to 5 (most important).**

**EXAMPLE**

Loving myself: self-respect, positive self-image, and self acceptance

Least important 1 2 3 4 5 Most important

Circle one.



**Affordability:** housing, small business space, and community events

1 2 3 4 5



**Fiscal responsibility:** using city resources to leverage private investment

1 2 3 4 5



**Community pride:** creating a space that locals are proud to share

1 2 3 4 5



**Diversity and inclusivity:** multicultural and welcoming environment

1 2 3 4 5



**Flexibility:** responsive to emerging opportunities as they align with goals

1 2 3 4 5



**Environmental sustainability:** supporting long term environmental health

1 2 3 4 5



**Health and wellness:** recreation, active living, public safety, and health

1 2 3 4 5



**Local benefit:** ensuring that city residents are direct beneficiaries

1 2 3 4 5



**Counteracting displacement:** ensuring project does not price out residents

1 2 3 4 5

2. Are there any values that you feel are important to add to the list?

\_\_\_\_ No

\_\_\_\_ Yes (Explain below.)



## Part 2: Possibilities and Concerns (45 minutes)

**Purpose:** To explore possibilities and concerns about the Master Plan for the Opportunity Site and how this relates to future development in Brooklyn Center.

**Facilitator Note:** Give people a chance to respond and then discuss together. Look for common themes and differences among attendees.

**Materials Needed:** Draft Master Plan; Inspiration Images



Imagine yourself 10 years in the future. The Opportunity Site is fully developed based on the Draft Master Plan and occupied by residents, businesses, and visitors. As you're thinking about this, answer the following questions:

1. What **possibilities** do you see with the master plan that would make this a great place to be for you to live, work, play, etc.? *Check all that apply.*

☐ A diversity of housing choices

☐ Parks, trails, open space

☐ Space for events and gatherings

☐ Shopping options

☐ Small local businesses

☐ Sports and recreation facilities

☐ Multicultural arts center

☐ Regional entertainment destination

☐ Location of the Opportunity Site

☐ Other: \_\_\_\_\_

2. What **concerns** do you have about how the development will impact the community? *Check all that apply.*

☐ Equity and racial justice

☐ Impact on public finances and tax base

☐ Environmental and health impacts

☐ Affordability to residents

☐ Traffic and transportation

☐ Gentrification and displacement

☐ Other (*Describe below.*)



### Part 3: Addressing Concerns (30 minutes)

**Purpose:** To brainstorm what can be done to address concerns about potential impacts of the master plan. All ideas are welcome!

The City will conduct additional technical analysis to provide the data and options needed to make the best decisions. But first, we need to understand community concerns and questions, so they can be addressed directly.

**Facilitator Note:** Use sticky notes (Post-Its) to add ideas to the map of the Opportunity Site.

**Materials Needed:** Opportunity Site Map; sticky notes

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1. What should be included at the Opportunity Site to address concerns about impacts to the community? Use sticky notes to add these ideas to the map of the Opportunity Site. What should this development project include, and what should it not? Choose from the list below, or describe your own:

\_\_\_\_\_ A diversity of housing choices

\_\_\_\_\_ Green space and buffers

\_\_\_\_\_ Space for local businesses

\_\_\_\_\_ Options for safe, healthy, active living

\_\_\_\_\_ Job opportunities for residents

\_\_\_\_\_ Multi-modal transportation

\_\_\_\_\_ Other (*Describe below.*)

2. The process for how the Opportunity Site is planned, developed, occupied, and managed is important as well. What ways should impacts be addressed? (*Check all that apply.*)

\_\_\_\_\_ Developer agreements on project elements

\_\_\_\_\_ Goals for outcomes in master plan

\_\_\_\_\_ Opportunities for public input

\_\_\_\_\_ Review of all development proposals

\_\_\_\_\_ Evaluate and track impacts over time

\_\_\_\_\_ Ongoing city advisory group

\_\_\_\_\_ Other (*Describe below.*)

## Part 4: Wrap Up and Evaluation (15 minutes)

**Purpose:** To reflect on the meeting format and the biggest takeaways from this discussion. These can come from what has already been identified or be something brand new and unique.

**Facilitator Note:** At the end, we request you ask attendees to people to self-identify by race/ethnicity and whether they are a Brooklyn Center resident. This can be done with the included forms.

**Materials Needed:** Participant form copies



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1. What big idea or insight did you have during the discussion? (*Go around group for each person's response.*)
  2. What worked well about this discussion? What could have been better?
  3. Were there any tension points during the facilitated discussion?
  4. How would you like to be engaged in the future regarding this project?
  5. Please fill out a participant form. (*Hand out forms.*)

## Meeting Notes

Use this space to record notes from group conversations.  
Use additional paper if needed.



## Meeting Evaluation (to be completed by facilitator)

1. How many people participated? Based on their own assessment, what was the race, gender, age, ethnicity, and place of residents of participants? Please also return copy of sign in sheet.

2. How useful did you find this event for learning about the master planning process and hearing perspectives from others?

\_\_\_\_ Not useful

\_\_\_\_ Just OK

\_\_\_\_ Useful

\_\_\_\_ Excellent

3. Did you find the materials easy to understand and use? Please mark your answer on the scale below.

\_\_\_\_ Poor

\_\_\_\_ Confusing

\_\_\_\_ Just OK

\_\_\_\_ Useful

\_\_\_\_ Excellent

4. Would you host this sort of event again?

YES

NO

5. Would you recommend it to others?

YES

NO

6. Any other comments you'd like to share including any unresolved issues?



## Sign-in Sheet

Please check the box in the Email column if you want to receive emails about the project. *We will not share or use your contact information for any other purpose.*

Name	Address	Email
		<input type="checkbox"/> Email me project updates.
		<input type="checkbox"/> Email me project updates.
		<input type="checkbox"/> Email me project updates.
		<input type="checkbox"/> Email me project updates.
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		<input type="checkbox"/> Email me project updates.
		<input type="checkbox"/> Email me project updates.

## Participant Form

*The purpose of this form is to track diversity of participants to ensure that all voices are heard.*

Name: \_\_\_\_\_

Age: \_\_\_\_\_

### Gender:

\_\_\_\_ Female

\_\_\_\_ Male

\_\_\_\_ Nonbinary/third gender

\_\_\_\_ Prefer to self-describe: \_\_\_\_\_

### Please check all that apply:

\_\_\_\_ African

\_\_\_\_ American Indian or Alaskan Native

\_\_\_\_ Asian or Pacific Islander

\_\_\_\_ Asian Indian

\_\_\_\_ Black or African American

\_\_\_\_ Central American (excludes Mexican)

\_\_\_\_ Hispanic or Latino/a

\_\_\_\_ Hmong

\_\_\_\_ Lao

\_\_\_\_ Liberian

\_\_\_\_ Other. Please specify: \_\_\_\_\_

\_\_\_\_ Mexican

\_\_\_\_ Middle Eastern

\_\_\_\_ Nigerian

\_\_\_\_ Oromo

\_\_\_\_ Puerto Rican

\_\_\_\_ Somali

\_\_\_\_ South American

\_\_\_\_ Vietnamese

\_\_\_\_ White or European American