

From: [Johnson, Jeff](#)
To: [Council Members](#)
Cc: [City Clerk](#); [Council Staff](#); [Anderson Kelliher, Margaret](#); [Mellem, Laura \(she/her/hers\)](#); [Helmeid, Mollie \(she/her/hers\)](#)
Subject: City Council Response Memo - BHZ Committee April 28th
Date: Tuesday, May 5, 2026 2:24:14 PM
Attachments: [image001.png](#)

Memorandum

To: Jamal Osman, Chair, Business Housing & Zoning
Council Members
From: Jeff Johnson, Minneapolis Convention Center
Copy: Margaret Anderson Kelliher, COO
Laura Mellem, DCOO
Casey Joe Carl, City Clerk
Subject: Agenda Item #9, Meet Minneapolis Contract Amendment

This memo addresses issues about the referenced item that were raised after the committee's April 28th meeting. The issues that were raised included:

1. What is the maximum incentive funding available each year? How much did Meet Minneapolis unlock for 2026, and how much is remaining that was not unlocked?
 - a. \$800,000 is available to Meet Minneapolis each year of their contract based on their performance on four Key Performance Indicators (KPI's).
 - b. In 2025 (payable in 2026), Meet Minneapolis achieved \$400,000 of the available \$800,000 incentive funding leaving \$400,000 restricted from use within the Meet Minneapolis contract.

2. If the contract amendment is approved, how does Meet Minneapolis intend to use the unlocked dollars? Are there any specific events or programs that would likely be funded? What would be the basis or criteria for selecting uses for the unlocked dollars?
 - a. The City Operations Officer (COO) would evaluate needs in the hospitality community each year if funding was available. Due to the significant negative effects of Operation Metro Surge on the hospitality community this year, the COO is looking for opportunities that activate the city. Discussions are taking place with the Taste of Minnesota as a possible use of \$200,000 this summer. The remaining \$200,000 does not have a use currently. The COO will continue to communicate with Council Members as ideas and needs arise. All funding would be delivered by Meet Minneapolis as part of their contractual obligation to the city.

3. Would this contract amendment only be in effect for 2026, or would it be in effect for the duration of the Meet Minneapolis contract (end of 2029)?
 - a. This action amends the contract for each year through 2029. Unused incentive funding could be re-allocated in each contract year if available.

4. If Meet Minneapolis does not unlock the full incentive funding in future years, what would the process be for determining uses of the remaining incentive funding? (ie, a decision of the Meet Minneapolis Board, the COO, the City Council, or another entity). What would be the evaluation criteria to determine which events or programs to fund with allocated incentive funding?
 - a. The action requests that the COO manages this process as the contract administrator for the Meet Minneapolis contract. Without knowing the future needs or funding available, it is hard to predict how future allocations would take place. Allowing flexibility will give the COO the opportunity to deliver these resources to the most needed opportunity based on Meet Minneapolis, City Council, and hospitality industry input.

5. What department holds the budget for the Meet Minneapolis contract dollars?
 - a. The Minneapolis Convention Center.

Please let me know if there are further issues to be addressed.

Jeff Johnson

Executive Director

he/him/his [why this matters](#)

[Minneapolis Convention Center](#)

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