



The Quarterly

NEWS FOR THE TENANTS OF BUTLER SQUARE

SUMMER 2018

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*Life is like
an elevator
up and down,
just make sure
you get off
on the right
floor.*

Keith Douglas

MDID-Community Initiatives

The Mpls Downtown Improvement District (MDID) is committed to working with the downtown community to create a safe environment for those who live, work, play, visit and explore here. Below is a list of MDID efforts, relationships and collaborations that help keep downtown a safe, vibrant and thriving environment.

MDID Ambassadors & Safety Patrol - are a group that helps keep downtown safe by keeping a watchful eye on the streets. They help to ensure a greener, cleaner and safer downtown environment

MDID Safety Communications Center - located within the Minneapolis Police 1st Precinct, serves as a downtown safety information hub. Responding to pedestrian requests from Ambassadors on the street, tracking weather and emergency alerts, communicating with outreach services for people in need, monitoring public area cameras and collaborating with private security.

RadioLINK - this program currently links private security teams from approximately 60 downtown buildings, businesses and venues with the 1st Precinct.

MDID Livability Team - this team provides resources and works directly with those in need. They answer direct calls and make connections to MDID Ambassadors, local street outreach groups, property owners and law enforcement.

St. Stephen's Street Outreach – working with MDID and the Minneapolis Police provides a place of first contact for individuals experiencing street homelessness and for community members who are concerned for them. The collaboration efforts help provide food, clothing, shelter, response to non-emergency calls and more.

MPD Police Reserves - MDID and the Minneapolis Police Department work together to increase police visibility along Nicollet Mall and in the Warehouse District during the summer and fall.

MDID/YCB Youth Street Outreach - partner together to connect downtown youths with activities and resources along Nicollet Mall and the Warehouse District and aims to interrupt the behavior cycle for youth who are disruptive or disengaged downtown by connecting them to meaningful activities or resources.

For more information: www.mplsdid.com/safety



TENANT SPOTLIGHT-MIRUM



Mirum has been a tenant of Butler Square since 2013.

They are a borderless agency of over 2,400 digital savants, storytellers, technologists, makers and relentlessly curious minds. Across the globe, they are united by a love of making what's next. Together, the lines are blurred between strategy, creativity and technology to discover business, human motivations, and to create solutions that empower both. Ultimately, their approach puts clients and people at the center of everything they do. Mirum believes that digital not only has the power to impact brands, but also creates amazing human experiences.

Mirum works with clients and consumers in three key digital marketing areas:

Business Transformation: including Transformation Strategy, Opportunity Identification and New Product Development

Experience Design: including Solution Planning and Prototyping Design and Development Platform Integration and Management

Commerce Activation: including Campaign and Media Planning, Campaign Creation and Conversion Optimization and Management



www.mirumagency.com



Tenant Ice Cream Social



Earth Day Recycling Event
McGough Facility Management Team

SMART ELEVATORS

Sometimes, when you're in a hurry, waiting for an elevator can feel like an eternity. Constantly pushing the button a few extra times just doesn't do a thing. Why is that elevator up on the fourth floor, and not here?

The elevator buttons you push tell the elevator's computer system where passengers need to be picked up and where they need to go. Sophisticated computer algorithms are used to make the elevator system work efficiently.

In regards to the banks of elevators at Butler Square, they have a feature that is called **"Parking."** This applies to when you have a bank of elevators that serve the same floors. The elevators park themselves at certain floors so they can respond to all calls as fast as possible. Also, take into account that if a floor has a higher occupancy rate that could determine where **"Parking"** occurs as well.

Where this gets complicated is that at least one elevator always needs to park itself at the main floor egress. The reason being that if there is ever an emergency within the building and someone comes in on the main level, it will reduce the wait time to get to a destination. Note that whenever an elevator leaves the main floor egress, another elevator will come and park itself and wait until it receives a call.

Another element of the **"Parking"** feature is that the elevators are more energy efficient. The elevators will adapt to the traffic demands if the number of calls increase. The elevators are dispatched to meet the call demands. The more calls placed, the more elevators run. If very few calls are placed then only one elevator, out of the two or three will run up and down the hoistway and the other units will park themselves until the demand increases.

So the next time you are waiting for the elevator, remember there is a reason why that elevator might not come as fast as you want.



McGOUGH



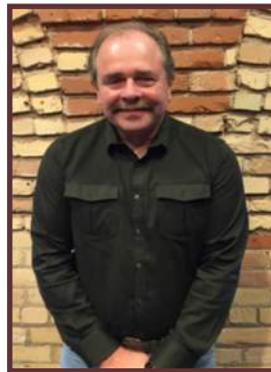
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HATS OFF to the McGough Construction team working on tenant improvements, expansions and creating new spaces in Butler Square.

"I'm continually amazed at the workmanship and quality that was common a generation ago and is evident throughout Butler Square" - Loren Wille

"Butler Square tenants are great to work with" - Greg Pineur

"One of the challenges working at Butler Square is preserving the historical parts of the building but adding the new look the tenants are looking for" - Nick Schleusner



Loren Wille
McGough
Project Manager



Muhammad Tejani
McGough
Assistant
Project Manager



Greg Pineur
McGough
Field
Superintendent



Nick Schleusner
McGough
Carpenter

Humor Makes You A Better Leader

Being a leader doesn't have to be so serious. You can lead without being a boring, uninteresting, or dull person. In fact, notice that the most charismatic leaders almost always have a sense of humor.

Increases Motivation – when people feel as if they know you, they'll start to like you, and finally trust you. This combination will motivate your team to act on your behalf as if it was their name on the line. If you want to motivate more people, find ways to bring humor into the mix. Happy people are motivated people.

Makes You Memorable – if you want to be a leader, you must be memorable. If you're too stiff and boring, you may not be able to attract a huge following. There are things you can do to be memorable that are funny today. Wear a bow tie, develop a phrase that makes people laugh and think of you.

Relieves Tension – sometimes business is hard, but the right humor can relieve so much tension. Things didn't go as planned. So what - laugh it off, make a joke about it and start over. People will understand if you are laughing.

Puts Everything into Perspective – Being able to look outside the immediate situation from a distance or from someone else's point of view is very helpful. People with a well-developed sense of humor tend to be able to look past the forest to each individual tree.

Brings Energy to the Room – Ever notice how some people just light up a room? Is the energy palatable? If you learn to use humor and laughter in the right way, you can do that too. Leaders tend to know how to do that instinctively, but it is a learned skill. How about joining Toastmaster?

Makes People Feel Good – when you bring humor and laughter to any situation, it simply makes people feel good. When they feel good, they'll gravitate to doing more of what makes them feel good. If you're that rod that lights up their mood, they'll follow you anywhere.

Shows Understanding of Human Nature – human nature is so important because if you don't know how to read non-verbal cues, you might be upsetting people rather than humoring them.

Study people and see what makes humor so important to them. When you understand human nature, want to make people feel good, and seek to show perspective to others, you become a great leader because people want to follow you. The trick is understanding the type of people you want on your team and using the right humor to attract them.

Panoramic View of Minneapolis 1908



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