

**From:** Dana Swindler <dana@martinpatrick3.com>

**To:** Dana Swindler <dana@martinpatrick3.com>

**Subject:** FW: Minneapolis Needs Us: A Call to Action- We Love Minneapolis Organization

**Date:** Wed, 12 Mar 2025 20:57:30 +0000

**Importance:** High

**Attachments:** We\_Love\_Minneapolis\_2025V4.pptx

**Inline-Images:** image001.png; 112\_sm\_instagram\_4a773359-e28d-43f9-b95b-1c873114b57e.png; 112\_sm\_linkedin\_4173ef76-7864-4c72-b567-c0340ab2b742.png; 112\_sm\_fb\_2bc379e6-00a6-4fb4-ac16-1d2fd23f9050.png; corporatelinkedinbanner(600x121px)-7\_17044b49-9e41-4b1b-9392-9029d4593dd1.png

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**Our city stands at a crossroads.** The upcoming city council election will determine whether Minneapolis returns to a business-friendly environment with practical solutions to our challenges. Several friends recently introduced me to We Love Minneapolis (WLM), led by Jim Rubin of Mint Properties. Jim and WLM developed a strategic plan (See the attached PowerPoint) to support moderate candidates in eight (8) key city council wards currently held by Democratic Socialist Aligned (DSA) individuals who have been the most divisive members on the current city council. These 5 seats are the most vulnerable of the council seats and the opportunity to beat them is during the April caucuses and May DFL convention. Given that in Minneapolis, 95% of DFL-endorsed candidates win their elections, the time for us to make an impact is NOW.

#### **Why this matters to all of us:**

- Current policies have significantly impacted our businesses, property values, and the overall investment climate in Minneapolis
- The entire City Council is up for re-election, creating a rare opportunity for change
- We need help supporting moderate candidates in the most strategic races (City Council Wards : 1, 2, 5, 7, 8, 9, 10, 12) and we need to act NOW

#### **How you can make a difference:**

- Contribute at [welovempls.org](http://welovempls.org) and share this information with others who care about Minneapolis
- Encourage Minneapolis residents you know to participate in the caucus process
- Contact Jim ([ljrubin@msn.com](mailto:ljrubin@msn.com)) Cell 651-210-8878 or myself to learn more about opportunities to get involved and/or encourage friends who are Minneapolis residents to get involved

The time to secure a better future for Minneapolis is now. Together, we can restore our city's promise and prosperity.

Standing with you for Minneapolis,

Howard

**Howard Paster**

Cell/Direct: 612-599-8534

[hp@PasterProp.com](mailto:hp@PasterProp.com)



606 Washington Ave. North, Suite 400, Minneapolis, MN 55401

[www.PasterProp.com](http://www.PasterProp.com)

**Dana Swindler**

**CEO**

Store 612-746-5329 | Studio 612-317-0045

M 952-212-4594

E [dana@martinpatrick3.com](mailto:dana@martinpatrick3.com) | [www.martinpatrick3.com](http://www.martinpatrick3.com)

212 Third Ave N Suite 106 | Minneapolis, MN 55401



A promotional banner for a trunk show. On the left, there is a dark blue vertical bar with the "MARTINPATRICK3" logo, which includes a large stylized number "3" and the text "FURNISHINGS · APPAREL · INTERIORS". The main part of the banner is split into two sections. The left section shows a pair of white high-heeled shoes on a display, with the text "DI BIANCO TRUNK SHOW WED 3/12 &amp; THUR 3/13". The right section shows a man in a suit, with the text "ISAIA NAPOLI MADE-TO-MEASURE THUR 3/13 - SAT 3/15".

# Save Minneapolis

The Time Is Now!



# City of Minneapolis

- Problem
  - The City of Minneapolis is in decline due to current city council policies and actions
- Solution
  - Win at least a majority of Council seats with moderate candidates to move the city in the right direction



# Minneapolis City Council Today

- Pragmatic/Moderate

- Ward 3 – Rainville
- Ward 4 – Vetaw
- Ward 13 – Palmisano

- Swing Votes

- Ward 6 – Osman
- Ward 8 – Jenkins

- DSA / DSA supported

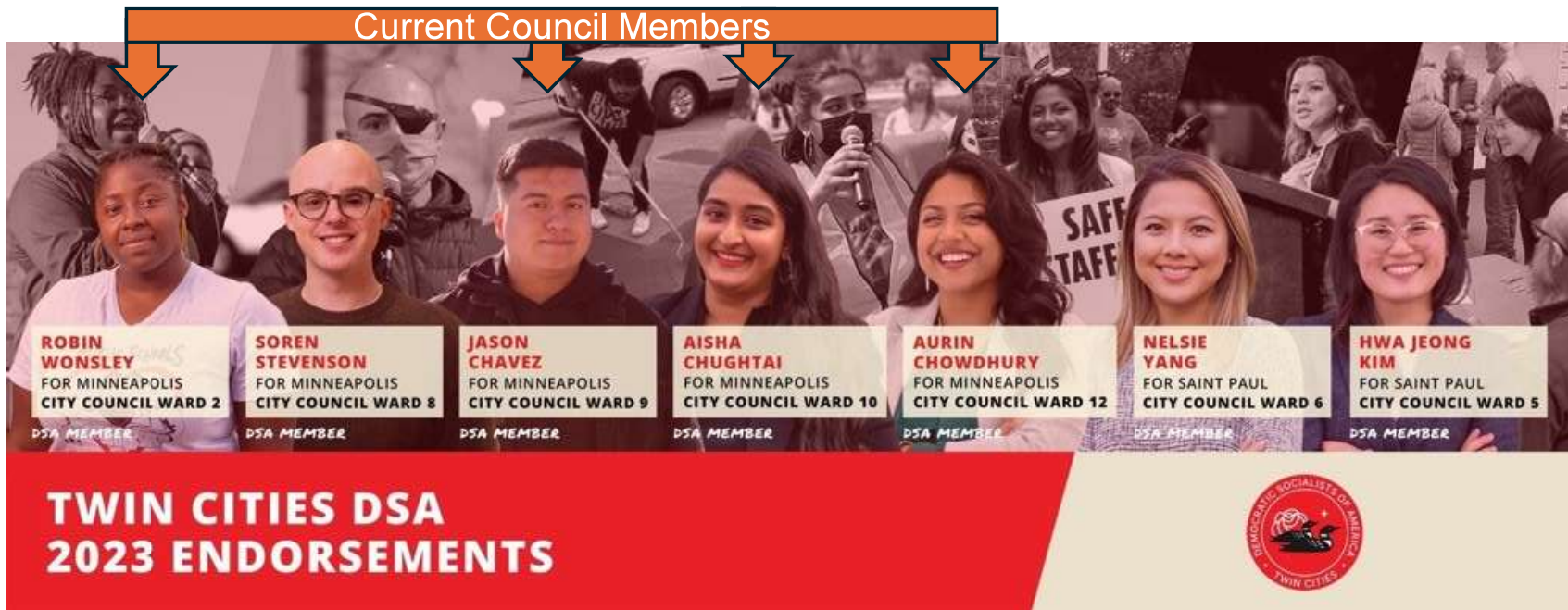
- Ward 2 – Wonsley
- Ward 10 – Chughtai
- Ward 12 Chowdry
- Ward 9 – Chavez

- DSA aligned

- Ward 1 – Payne
- Ward 5 – Ellison
- Ward 7 – Cashman
- Ward 11 – Koski

The DSA Group Sets Policies and Budgets and can override a Mayors vetoes with one swing vote!

# Some Policies Driven by DSA Supporters



- Defund The Police
- Reduce Funding for the Prosecutors Office
- Free all prisoners
- Eliminate misdemeanor offenses
- Universal rent control
- Social ownership of all major industry
- Democratize control of energy infrastructure
- Withdraw from NATO

# What Can We Do? Formed – “We Love MPLS”

- A *NEW* initiative with 2 goals:
  - 1) Help preferred candidates to get the DFL caucus endorsement
  - 2) Prevent DSA supported candidates from getting the DFL endorsement
- Campaign / DFL experts on staff
  - Joe Radinovich – best campaign strategist in MN
  - Nico Woods – best campaign organizer in MN
- Use a data driven approach
- Coordinate with like minded, well funded organizations
  - All of Minneapolis



# Why Focus on DFL Caucus Endorsement Process?

- 95% of DFL endorsed candidates won in 2017, 2021, and 2023
  - Jenkins (2023) and Vetaw (2017) the only exceptions
- Socialist Candidates (a.k.a. DSA)
  - Has targeted the DFL Caucus process over these election cycles
  - Ability to gain endorsement allows a fraction of the population control of the city council
- Benefits of DFL endorsement are significant
  - Free advertising
  - Name recognition
  - Validation of the candidate
  - Money
  - Organizational endorsements

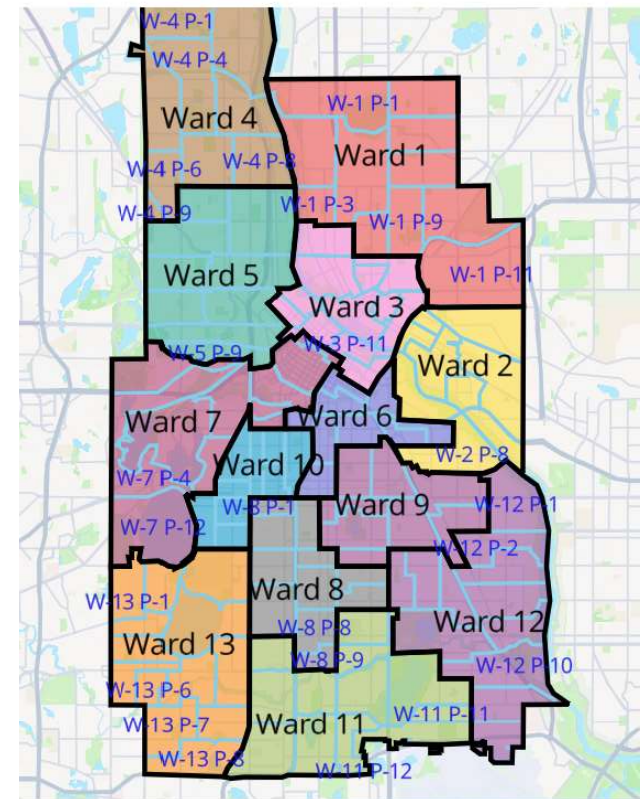
Minneapolis voters vote straight DFL ticket

***80% of Minneapolis voters vote DFL endorsed candidates often knowing nothing about the candidate!!***

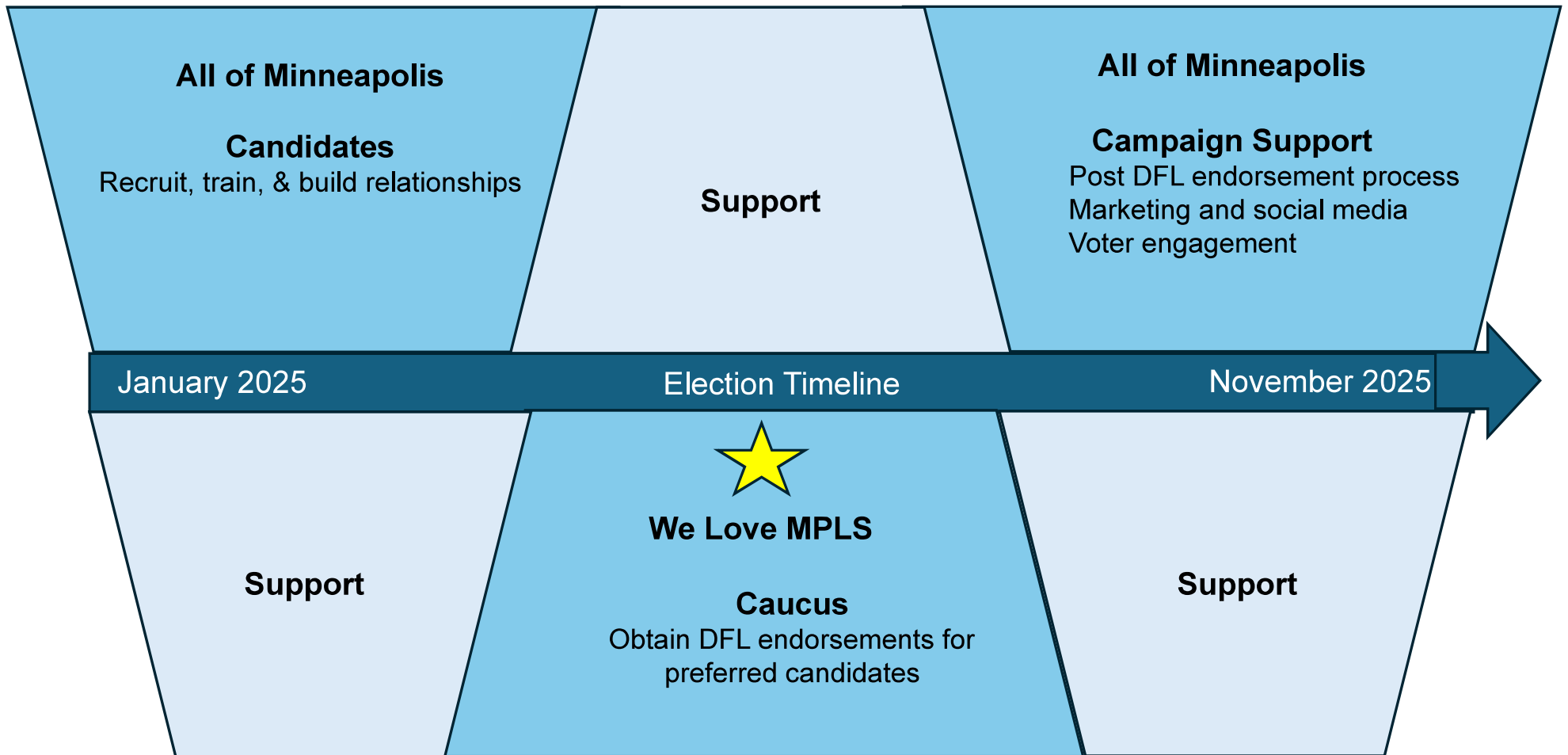


# Ward Caucuses and Conventions – The Process

- Each of 13 Minneapolis Wards will elect a city council person, each ward has 10-13 Precincts
- On caucus night citizens in each Precinct pick delegates
  - 7PM Tuesday night April 8, 2025
  - Each Precinct chooses 25-70 delegates (majority vote)
  - ***The most important step in the process***
- Chosen delegates attend the Ward Convention
  - 2-6 weeks after the Caucus night (On a Saturday or Sunday)
  - Each convention has max of 400 delegates (5200 for entire city)
  - ***This means ~ only 240 people determine the DFL endorsed candidate!***
- DFL endorsement happens at the Ward Convention
  - ***A DFL endorsed candidate wins 95% of the time!***



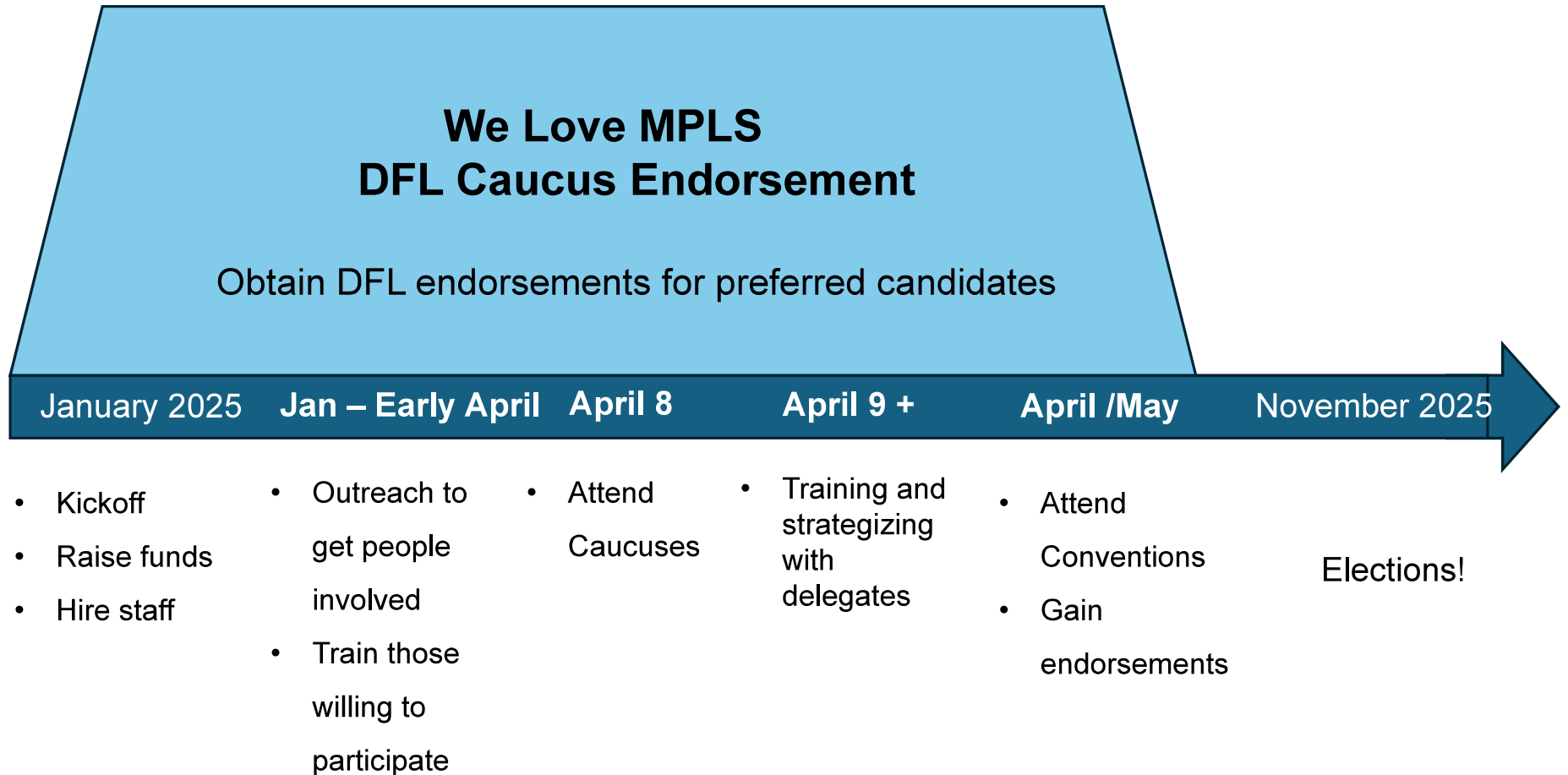
# Key Players – Focus Areas



# We love MPLS Timeline

## We Love MPLS DFL Caucus Endorsement

Obtain DFL endorsements for preferred candidates



# We love MPLS – The Organiza



- Leadership
  - Joe and Nico full time
- Canvassers
  - To ID citizens to engage in the DFL caucus endorsement process
- Organizers
  - To train and support those citizens who agree to be involved
- Marketing
  - To engage and inform people in the community
  - Get the vote out



Joe Radinovich



Nico Woods

# Will You Help?

- Budget
  - \$600,000
- Remaining fundraising required
  - Approximately \$150,000 still to be raised
- Need the funds up front to fund the project
  - Runs Jan 1 through June 1
  - Most money is spent immediately as all canvassers and organizers are needed up front



Will You Help Us Make A Difference?

# Other ways to participate too!



- Donate money
  - All of Minneapolis
  - Marketing initiatives
  - Direct to candidates (\$600 max per person)
- Participate in Caucuses and Conventions
  - Must live in Ward
- Volunteer to help a candidate
- Get others to get involved
  - Spread the word

**Thank YOU!!**