



July 1, 2021

Council President Lisa Bender  
Member, Minneapolis City Council  
350 South 5th Street, Room 307  
Minneapolis, MN 55415

Re: Neighborhood name

Dear Council President Bender:

In early 2021, the ECCO Neighborhood Association Board, responding to Board members and the broader community, decided to initiate discussions about potentially changing our neighborhood name. It formed a Naming Committee, which drafted an engagement plan and undertook a program of neighborhood outreach. The outreach included a Town Hall Forum, an online comment form, an Information Session and two mailers to all residents (including a ballot for a community vote). The ballot asked two questions:

- Do you wish to change our neighborhood name, ECCO? yes/no
- Please vote on an alternative neighborhood name: East Bde Maka Ska, Uptown Lakeside, or East Lakeside.

The final result was that 75% of 547 valid votes were to change the neighborhood name. On the second question, the winning name was East Bde Maka Ska with 43.7% of the votes, followed by Uptown Lakeside with 37.5% and East Lakeside with 14.1%. 4.7% of voters did not select a name choice.

Please see the attached final report of our process and results.

We request your support in bringing a request to the July 21, 2021 Policy & Government Oversight Committee to officially change the name of the ECCO neighborhood to East Bde Maka Ska. We request that the name be reflected on all City maps and documents.

Upon City Council approval, the ECCO Neighborhood Association intends to change our organizational name to reflect the new neighborhood name.

Sincerely,

A handwritten signature in black ink that reads "Lee Todd".

Lee Todd  
President, ECCO Board

Attachment

cc: David Rubedor, NCR  
Steven Gallagher, NCR  
Jack Whitehurst, NCR