



**North Loop Neighborhood Association
Board Meeting Notes
April 24, 2013
7:00 PM – 9:00 PM
Heritage Landing, 415 1st St N**

Attendees: David Frank, Dave Decker, DJ Heinle, Karen Lee Rosar, Fritz Kroll, Matt Hilgart, Diane Merrifield, Mike Faulk, Philip Ailiff

Absent: JR Maddox, Scott Woller

- I. April Board Meeting called to order at 7:00 PM
- II. April 24, 2013 Board Meeting Agenda Approved
- III. March 27, 2013 Board Meeting Minutes Approved
- IV. Council Member Presentation -- Lisa Goodman
 - April Lunch with Lisa was held this afternoon at St Thomas University
 - Next month's Lunch with Lisa will be May 29. Tom Borrup will give a presentation on Plan-It Hennepin.
 - June's Lunch with Lisa will welcome Commissioner Anita Tabb as the guest emcee, the topic will be current planning projects in the 7th Ward.
 - PAD at Bookman, Lisa will get report tonight. It will require CUP for the 3 storey, 1,600 sq ft project.
 - The venue, a large nightclub, that has been proposed at 300 1 Ave N. Currently there is no progress reported, they are working through various issues, i.e. liquor licensing.
 - Street sweeping starts tomorrow. The big goal is to remove the debris that has been collecting all winter.
 - Board member openings: there are 47 openings on 10 City boards
 - In response to a question about streetcar plans, Lisa said that she is a supporter of streetcars on Nicollet Mall if they can replace the bus routes. The future of streetcars is contingent on legislature's decision about the transit tax, which will determine how we pay for it, and cooperation with Metro Transit.
 - In response to a question about Block E, and the chance of a movie theater reopening, Lisa said she is not feeling confident the progress of Block E, there have been no decisions made and no talk about opening a movie theater.

V. Finance Report – Mike Faulk

- NLNA had \$29,334.57 in the bank as of 3/31/13
 - \$27,237.10 checking
 - \$2097.47 savings
- During the timeframe when NLNA was pursuing the new CPP contract, the board spent \$10,950 from savings to pay commitments
- On 4/17 NLNA transferred \$10,950 from checking to savings to restore our drawdown prior to the new CPP contract.
 - \$16,287.10 savings
 - \$13,047.47 savings
- The CPP contract has been approved - \$63,240
- NLNA requested \$25,965.79 on 3/20/13 and have \$37,274.21 remaining to allocate to projects
- ACTION: NLNA allocated \$13,500 at the during the meeting:
 - \$12,500 for 1st St trees
 - \$500 for Farmers Market Chef Challenge Benefit
 - \$500 for National Night OutKaren had a question re: rollover from previous unspent CPP funds:
- Per a note from Stan Ponkin on 4/26/13, the City has approved rolling over \$24,782.54 from the previous CPP contract. NLNA has an additional \$24,782.54 from the previous contract available to spend in this cycle. Neighborhood Priorities funds (\$18,740) are included in the new contract, so it is assumed the board can spend them. Mike sent a note to Judy Duffey and Lance Knuckles to get an explanation for Neighborhood Priorities funds and what (if any) restrictions are on the funds, i.e., do they need to be allocated to specific types of projects, etc.
- The new contract is now \$88,022.54 (\$63,240 + \$24,782.54) including Neighborhood Priorities of \$18,740
- Including Neighborhood Priorities (\$18,740) CPP funds now available = \$62,056.75. Excluding Neighborhood Priorities (\$18,740) CPP funds now available = \$43,316.75
- Mike responded to David Frank’s question, yes the NLNA has replenished what we had moved.
- Karen Lee Rosar asked if we are current in our payments. Mike responded that yes, all outstanding invoices have been paid.
- March Finance Report approved

VI. Neighbor Comments (6 neighbors present)

- Neighborhood 5K fun run.
 - Jeff Bull, Terry Ryan, and Marcia Endries (who also spoke on behalf of Joe Grunnet). Distributed information about a proposed “TCM-Fitsok Run & North Loop Fest” on August 10 afternoon/evening, which would be a partnership of Twin Cities in Motion, Fitsok and volunteers. They would like to hold a 500 person run on an urban adventure course that engages with local businesses. After the race would be a North Loop Fest with family events, music and food/drink that is open to a larger audience. Proceeds of the Fest would benefit the NLNA. Matt asked about the location of the fest. Jeff responded that they are looking at locations, and are considering Fulton. Matt wondered whether this event could be a good platform to promote, educate, and draw attention to the need for a

public park in the neighborhood. David asked how they are hoping NLNA will contribute. Jeff responded that when they go to the City, they would like to know that they have the support of the NLNA. [Fire alarm sounded, meeting suspended for evacuation 7:30pm-7:43pm] After returning from the fire alarm evacuation, and Jeff, Terry, and Marcia were no longer present, David offered to bring comments to Scott. It was not necessary to make a formal decision, but all agreed that there is general support from the NLNA.

VII. Committee Reports

A. Marketing and Promotions

- Condo Crawl - Scott (absent) Not Discussed.
- Downtown Resource Group Food Truck Wednesdays (7th and Washington)
 - David asked if the NLNA wants to endorse Food Truck Wednesdays and brand it with the NLNA logo. The decision was made that the NLNA is not interested in branding the event, but is happy to promote it to help them get the word out, i.e. via NLNA's facebook page.
- Farm to Table fundraiser - Matt
 - Matt Hilgart presented the idea and asked for permission to further research it. The idea is to bring people together around food, but provide something different than a block party. Ticket sales would go partially to vendors, partially to the NLNA. Some of the questions he will pursue are regarding: Size? How many tickets? How much to charge? Possible sponsors? Dinner? Music? Liquor? Sit down vs. buffet? Where to have it - in the neighborhood or at the farmers' market? What kind of outreach is appropriate? One time event vs. annual? Matt stated that he has a list of contacts for local food people. He would like to connect with them and report back on these conversations at the next board meeting and then talk about next steps. David suggested that 100 people sounds like a reasonable size. The group agreed to have Matt look further into it.

C. North Loop Business Association -- Scott (absent) Not discussed.

D. Website Update -- Diane Merrifield

- Diane discussed the new website and welcomed feedback on it from the group. She said that she will sit down with Luke Fredricks from Our Town Creative to discuss and then get a proposal from him. She is hoping that they will be able to work with the current wireframes, so they can work with what is already there. Diane expressed that she thinks the home page needs to be about the broader story of the North Loop and not just focus on the buildings. She has put together a content outline, and will be coming back to the board for input on content. Dave asked if sponsors have given their feedback; Diane wasn't aware of any feedback from them. David said, and all agreed that if the board can make the current site look how they want it, then whoever eventually works on it will receive the project in good shape.
- Diane mentioned a new boutique Wells Fargo location in Washington D.C., which is exactly the model she would like to see in the North Loop. DJ will work with her to look at how they might bring Wells Fargo to the neighborhood.

- David announced a volunteer opportunity: www.livemsp.org requests that someone looks at their website to see if their section about NLNA is up to date. Diane volunteered.
- E. Planning & Zoning – DJ Heinle & Dave Decker
- DJ Heinle and Dave Decker reviewed the discussion items from the P+Z Committee meeting (see P+Z Committee meeting minutes for more detail):
 - i. Shapco Printing Site. Potential tenant for the proposed office project would be National Marrow donor Institute. Project is early in the process and will return to the Committee when the project moves forward.
 - ii. 900 N. 3rd Street. Historic Gurley Candy Building, project to include commercial/office and residential space. P+Z Committee passed a motion to write a letter for the project as presented.
 - iii. Fulton Brewery Plaza. Fulton submitted an application to the city to expand their liquor license to include an outdoor patio. The P+Z Committee passed a motion to write a letter of support for the patio as presented.
 - iv. 525 3rd Street – Tract G - BRICKFORD. The proposed project is adjacent to the bookman Stacks and located over portions of the underground parking. The P+Z Committee passed a motion to write a letter of support for the project as presented.
 - v. 514 Studios. The proposed project is to re-purpose the existing 3000 square foot building into an event center. The P+Z Committee passed a motion to write a letter of support for the project as presented.
 - vi. 307 Washington Avenue. The proposed use is a 2,200 square foot sports bar called the “Office.” The P+Z Committee passed a motion to write a letter stating project had been presented to the P+Z committee.
- F. Livability -- Greening & Lighting -- Fritz Kroll
- Fritz reports that the total bid for the concrete and curb work is \$12,500. The contractor is asking the NLNA to sign a contract and provide payment. He has already received \$3,000 from a local business, so the maximum exposure for the NLNA is \$9,500.
 - Karen made a motion to prepare to sign the contract and pay \$12,500. Motion approved.
- G. Livability -- NL Park Update -- Karen Lee Rosar
- Karen made a motion supporting a Resolution to Move Forward with NL Park Planning. **Language:** “The North Loop Neighborhood Association (NLNA) resolves to assemble a steering committee of key stakeholders to further study the feasibility of a North Loop Park. Goals of the steering committee will be to determine site location, conceptual planning, costs and funding potential. The NL Park Steering Committee will have NLNA representation and the NLNA will provide input to the committee.”
 - Motion approved.
- H. Livability -- Bicycle Update -- No Update
- David announced that the next charrette for the Washington Avenue reconstruction is May 3, 1-5pm at the Central Library.
- I. Safety and Livability – Phil Ailiff
- Phil distributed statistics on the crime report. They show similar types of crimes, such as aggravated assault, burglary, and larceny. The peak times

for crime are Friday - Sunday from 12am-2am, concentrated in the months of April, September, and October.

- Minneapolis Police Chief Renee Harteau presented a challenge of recruiting one safety representative from every rental building to be a Vertical Block Captain. Phil suggested that the board makes a list of people who might make good representatives. David asked if there is a flyer that could be posted in the lobbies of buildings so that people recruit themselves. Phil will check. Karen suggested posting about it on the website as well. David agreed that making a list would be helpful for the effort, and will generally be a useful list to have.
- Next PAC Meeting is Wednesday, May 1 from 4pm-6pm at the City Hall.
- Next Court Watch Meeting is Friday, May 10 at the Central Library.
- Tomorrow night's Block Club Meeting is cancelled.

J. Neighborhood School Update -- No Update

VIII. OLD BUSINESS

A. NRP Phase II -- JR Maddox (absent) -- No Update

B. Farmers Market Advisory Group - Karen Lee Rosar

- Karen reported on a meeting she attended in the Mayor's office with his staff and Home Grown Minnesota. The Mayor is very interested in learning about what is needed organizationally to move forward with the market. There is a concern that the farmer's markets are losing the niche appeal of organic produce to the smaller markets. Home Grown Minnesota has a brand that they use to demark organic products. Their idea is to work to delineate organic products (without ostracizing non-organic farmers) so that consumers can make choices. The management of the market said that they will meet monthly to make it happen.
- Karen made a motion to put aside \$500 to sponsor a prize for this year's "Chef Celebrity Challenge." Last year, it came down to the chefs of Saffron and Butcher and the Boar. This motion is to put aside \$500 for this prize; more details to come. Motion approved.

C. 2020 Partners Update -- Karen Lee Rosar -- No Update

D. DNG update -- Karen Lee Rosar -- No Update

E. Target Center implementation committee -- Karen Lee Rosar -- No Update

F. Neighborhood USAA Conference 5/22-5/25

- If someone would like to attend the conference, the NLNA will cover the registration expense

IX. NEW BUSINESS

A. David shared that the NLNA has been asked to choose an elector/alternate for the Neighborhood Community Engagement Division. This needs to be decided by June 13, so anyone who is interested should please tell David. Karen suggested that this might be a good role for someone on the Planning and Zoning Committee, but if no one volunteers, she is willing to do it.

B. National Night Out. David made a motion for \$500 towards NLNA's participation in the large National Night Out gathering at the Federal Reserve. This will not prevent anyone from joining or starting a smaller National Night Out. Motion approved.

Meeting adjourned at 8:59 PM.