



**NORTH  
LOOP**  
NEIGHBORHOOD

**North Loop Neighborhood Association  
Board Meeting Notes  
July 29, 2015  
7:00 PM – 8:30 PM  
Heritage Landing, 415 1<sup>st</sup> Street North**

**Attendees:** Philip Ailiff, Dave Decker, David Frank, Bryan Hollaway,  
Fritz Kroll, Diane Merrifield, Brent Nelson, Karen Lee Rosar

**Absent:** DJ Heinle, JR Maddox, Scott Woller

- I. July Board Meeting called to order at 7:00 PM
- II. **A motion is made (Diane), seconded (Brent), and approved by the Board to approve the July Board Meeting Agenda.**
- III. **A motion is made (Diane), seconded (Karen), and approved by the Board to approve the June 24, 2015 Board Meeting Minutes.**
- IV. Finance Report
  - June 2015 Balances:
    - Checking \$15,980.79
    - Savings \$ 8,051.54
    - TOTAL \$24,032.33
  - June 2015 Deductions: -\$200 (monthly bookkeeping); -\$3.00 (bank charges); -\$9.30 (website fees)
  - June 2015 Deposits: \$0.13 interest; \$2500 advertising fees
- V. Neighbor Comments
  - Food Truck Fair- Jason with Minnesota Food Truck Fair shares plans for a Food Truck Fair to take place in the North Loop Neighborhood on Saturday, August 22 from 11AM – 9PM; 5<sup>th</sup> Street will be shut down from 7<sup>th</sup> Avenue to 10<sup>th</sup> Avenue (adjacent to Holiday); no businesses will be shut down and therefore all businesses have signed off on the event; Junction Flats plans to be an event sponsor; Fulton will be the beer sponsor; event will include approximately 30 trucks, a beer garden, and a dj; wristbands will cost \$2 which will help pay for security; Karen request a digital marketing piece, Jason to send to DJ; Jason emphasizes the event “will be food-focused and not beer-focused”; Jason has helped manage the organization for a few years and is now the owner, and reports there have not been any police or ambulance incidents related to his Food Truck Fairs to-date

VI. Council Member Presentation – Council Member Jacob Frey

- No Council Member Presentation this month.

VII. Committee Reports

A. Marketing and Promotions – David Frank for Scott Woller

- The North Loop business owner meeting to discuss parking will be held on August 5 at 3:30 PM at Corner Coffee; Tim Drew with the City will participate
- North Loop Neighborhood t-shirts are in! David demonstrates a few samples; shirts will be sold for \$20 (\$12.50 was invested in each shirt); if a retailer or a developer want to buy shirts in bulk (50 or more), they will be charged \$15 per shirt; t-shirts can currently be paid for with cash or check; Scott will be asked to set a Square account and Bryan will sign up for a Venmo account so credit cards can be accepted as well; the Board is to decide where the t-shirts will be stored

B. North Loop Businesses Association – Brent Nelson

- No update this month.
- Diane suggests this section of the agenda and notes is titled “North Loop Businesses” moving forward, as there is no actual Business Association, which is confusing.

C. Website Update – Diane Merrifield

- Diane emailed the North Loop Website Report (June 2015) prior to the Board Meeting.
- Diane reports over 3600 total site visits in June 2015, and suggests, “Everything is on a great trajectory.”
- Top referral sources included Wikipedia (42), Marriott (30), Visit-TwinCities (23), Yahoo (20), Urbanmsp (22), Be the Match (19), Heritage Landing (14), and Facebook (18).
- “Contact Us” continues at a steady rate; all messages now coming through Mail Chimp making it easier to manage
- Spam wasn’t as much of an issue in June
- Diane recommends replacing the website with a new site that provides more flexibility; the current custom-built site can only be modified in the Square Space platform- “very limited”; Karen reminds the Board the website is approximately five years old and the Board was unsure how many people would use it early on, but now it is the main source of communication; Karen suggests investing in both the design and the development of a new website; the Board agrees that a more flexible/usable website is a good idea, and Diane has ideas for how more Board members can access the site, modify content, add to a calendar, etc.; Diane will talk to someone she knows about obtaining a proposal/estimate, and would appreciate input from the Board when it comes time to discuss design

D. Planning + Zoning – Dave Decker and DJ Heinle

- 314 – 6<sup>th</sup> Avenue North, ABC Building: a representative from Opus provided an update to the proposed property to be located between 710 and Bookmen Stacks; not a lot has changed since the last update; the developers met with adjacent HOA's to discuss possible shadowing and construction coordination; plan to close by the end of 2015 and start construction in early 2016; Dave sent Opus the neighborhood composting recommendation letter
- Modist Brewing: Dave reports that at the June P+Z Committee meeting Modist Brewing presented their plans to open across from Corner Coffee; the Committee had questions about the parking plan, and Dave shares the plan will include 7 or 8 parking spaces along the building for employees and that conversations are currently underway with the owner of the parking ramp across the street for customers; **A motion is made (Dave), seconded (Brent), and approved by the Board to provide a letter of support for Modist Brewing as presented.**
- Neighborhood Walk: DJ and Dave walked half of the North Loop Neighborhood to make note of items that need to be addressed; the two major items to be considered are a) adjusting parking meter time limits to keep people from parking for 6 hours per day during business hours (it is recommended this item could be discussed with Tim Drew at the business owner parking meeting on August 5), and b) addressing the large number of dead trees (it is suggested that the Park Board may replace these trees; also, reporting this issue by calling 311 may be appropriate); Karen thanks DJ and Dave for taking the time to do this; Dave states that they plan to walk the other half of the neighborhood in the near future- Brent plans to participate

E. Pedestrian and Bicycle Update – David Frank

- David briefly recaps the Washing Avenue Improvements Open House and reports that a project summary is available on the Hennepin County website; approximately three-quarters of the attendees were residents and one-quarter were business owners; David reports that Bob Byers described the test pilot project at 8<sup>th</sup> and Washington as concrete wheel stops with plastic tubes set at an angle to narrow the crossing distance; zebra striping will also be used; testing will be done the week of August 10 and implementation is planned for the week of August 17- to be complete in time for the Downtown Open Streets event on August 23; people were generally fine with what was presented, although many still wonder about plans for a pedestrian crossing in the future

F. Livability – Greening & Lighting Update – Fritz Kroll

- Fritz states that he will work on addressing the dead trees described in the last bullet point under Planning + Zoning above; Bryan comments on the difference between trees with versus without bags on 2<sup>nd</sup> Street across from Velo; Fritz states he noticed a row of baby trees by Bookmen Stacks that need attention, and will look into having the DID water them again; Brent explains it will cost less to maintain the trees than to replace them; the Board is reminded that it cost roughly \$1500 for new trees to be watered for the summer

- Fritz suggests developing market rate housing is much easier than developing affordable housing; Fritz suggests letting developers know that the Board is in support of affordable housing, but is not sure what the North Loop Neighborhood Association can do about it; Fritz reads a statement in support of affordable housing that he drafted, and **A motion is made (Fritz), seconded (David), and approved by the Board to post the statement on the NLNA website**; it is also suggested that affordable housing resources are added to the Resources section of the website

G. Livability – NL Park Update – Karen Lee Rosar

- The recent scoping study narrowed potential park locations from four or five to one; Park Committee hit a roadblock about a year ago, and plans were put on hold.
- Karen met with Kit Richardson on July 29, and Kit is open to working with the Park Committee to discuss details about locations; the amount of development happening in the neighborhood is “spinning off” park dedication fees and other opportunities the neighborhood can benefit from.
- The Board is VERY supportive of these conversations and efforts.
- The next meeting will be planned for early August.

H. Safety and Livability – Phil Ailiff

- Phil reports the negative, crime-related posts on Face Book.
- The Block Club met in early July and reviewed crime statistics from June 1 through mid-July; 43 thefts occurred- most were crimes of opportunity and clustered around Whole Foods, Cuzzy’s, and 10<sup>th</sup> & Currie; 6 violent crimes occurred; in general, crime seems to be up this summer- “people are more aggressive”; unfortunately, this results in a decreased perception of safety; Brent asked if the increase in crime could be related to the increase in density; Phil responded that one consideration is the Green Line that connects the two downtowns could be bringing more criminals in; Karen reports that a lot of crime alerts come from 10<sup>th</sup> & Currie and seem to skew the neighborhood statistics; Karen also comments that even the mobile cameras do not deter criminals; Phil suggests that crime should decrease as colder weather moves in, and reminds the Board they can sign up for crime alerts on the City’s website; Diane asks what the Neighborhood Association can do- the Board suggests creating a link to the crime alerts on the website, attending Block Club meetings, and providing safety tips and resources on the NLNA website
- 5 homicides have occurred in the 1<sup>st</sup> Precinct since the first of the year – none in the North Loop; the 1<sup>st</sup> Precinct is the only Precinct in the City that continues to show a decrease in crime for the first six months of the year compared to last year)
- Phil states the proposed Metro Transit Police Station should be up and running by 2017 across from Target Station
- The DID is hiring the Responsible Hospitality Institute to work with the MPD and City leadership to do a hospitality assessment and review safety measures in the Warehouse District.

- Phil reports the MPD, Hennepin County, and Metro Transit continue to have “extra beats” at bar close and during special events. This includes horse and bike patrol. Upcoming events include National Night Out (Aug 4), Pizza Luce Block Party (Aug 8), and Burro Block Party (Aug 16). (David is reminded that he has the NLNA’s contribution for National Night Out, and will give the check to Sue the next time she attends a Board meeting.)
- “There is lots of vibrancy and activity now compared to 20 years ago, but the bad stuff comes in with the masses.”
- Bryan asks how the closing of Nicollet Mall has impacted crime statistics. Phil responds that now Nicollet Mall is closed and not currently a transit hub, the bus stations are being removed due to the stations becoming “crime hot spots.”
- Diane states the Resource section of the website is now up and running, and asks Phil and the Board to let her know if there are other resources she should add. (Block Club meeting info is currently included.) The Board discusses resources that could be added if someone is concerned about a homeless person such as calling St. Stephen’s, and how to handle the increasing level of panhandlers near Holiday and Fulton such as calling 311.
- Phil shares that the jails often do not have resources for criminals in wheelchairs, so they are often back on the streets.
- The next Pedestrian Advisory Committee Meeting planned for Wednesday, August 5 from 4-6 PM in Room 333 of City Hall.
- The next Block Club meeting date is to be determined, and will be at 6 PM at Dunn Bros on Washington.
- Next Court Watch is scheduled for Friday, August 14 at 10 AM at the Main Library.
- Phil reminds the Board to “be vigilant, be aware of your surroundings, and don’t be out alone if possible.”
- Phil believes the previously discussed new website will create good opportunities to get information and resources out.

I. Sustainability/Community Garden – Bryan Hollaway

- The Committee is discussing potential locations for the Community Garden; the gravel area near 720/730 Lofts is one potential, the Itasca Lofts’ one-story parking garage roof is another. Bryan is currently looking for a contact at the Itasca Lofts.

VIII. OLD BUSINESS

A. Revolving Loan Fund Update – J.R. Maddox

- No update this month.

B. Farmers Market Advisory Group Update – Karen Lee Rosar

- The meeting was cancelled.

C. 2020 Partners Update – Karen Lee Rosar

- Hines started construction on their new development behind Dunn Bros on Washington; plan to open in 2016- “good leasing activity already”; see [www.t3northloop.com](http://www.t3northloop.com) for project information.
- Construction to start on the ABC Building on January 1.
- Metro Transit started a new Master Plan to have more of a “North Loop feel” including the Metro Transit Police Station.
- Greco’s 729 Washington Avenue project met with the HPC and had a “good review”
- If anyone has ideas for events at Target Field Station to continue the placemaking efforts currently underway, please contact [chelsea.falzone@twinsbaseball.com](mailto:chelsea.falzone@twinsbaseball.com); lots of events have occurred, lots more are planned; Brent will talk to Chelsea about better advertising of events
- Ralph Strangis presented an update to the Minnesota United Soccer Stadium, and it was determined a resolution of support for Major League Soccer in Minneapolis would be drafted.
- Peter McLaughlin gave a SWL update- the controversy continues.

D. DNG Update –

- No update this month.

IX. NEW BUSINESS

- Brent reports on his presentation to Be the Match; suggests the HR Department is very excited, employees are concerned about parking, transit options, safety; talked about North Loop history, growth, activity, and development; they will elect someone to attend NLNA Board Meetings; Brent recommended they visit the NLNA website; presentation lasted about an hour and “went well”; Brent offered to share the presentation if anyone else has a use for it
- Phil states that Renee is willing to come in and discuss Safety & Livability issues with the Board; Renee’s attendance will be an opportunity to invite neighbors in to learn and ask questions; the Board determines more neighbors will attend meeting later in the year rather than during the summer months

Meeting adjourned at 8:30 PM.

## North Loop Website Report (June 2015)

Source: Google Analytics

Summary	2014	2015											
	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Total Site Visits/Sessions</b>	1,567	2,736	2,302	2,987	2,955	3,675	3,660						
<b>Visits per Day</b>	50.54	88.26	82.21	96.35	98.50	118.55	122.00						
<b>Unique Visitors</b>	1,198	2,051	1,802	2,311	2,239	2,932	2,980						
<b>Pageviews</b>	5,900	10,458	8,088	10,581	9,473	9,755	10,364						
<b>Pages per Visit</b>	3.77	3.82	3.51	3.41	3.21	2.56	2.83						
<b>Duration (minutes)</b>	N/A	3:11	2:41	2:39	2.16	2.02	2.04						
<b>Bounce Rate</b>	45.05%	46.42%	48.39%	47.65%	54.74%	59.75%	59.78%						
<b>% New Visitors</b>	72.37%	69.04%	71.50%	72.38%	73.23	76.02	76.15%						

**Visitor Flow:** Most come via the Home Page (common pages include Directory. Stay in the Loop, NL Kids, About the North Loop, Resources)

Geography - US (Percent)	2014	2015											
	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Minnesota</b>	81.10	78.36	73.37	70.29	72.32	61.57	66.14						
<b>Minneapolis</b>	48.12	52.30	44.70	45.93	45.55	35.05	38.98						
<b>St. Paul</b>	4.02	4.06	5.21	4.60	3.42	4.30	4.28						
<b>Suburbs/Outstate</b>	26.99	22.00	23.46	19.76	23.35	21.22	22.88						

Device (Percent)	2014	2015											
	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Desktop</b>	73.58	69.81	64.81	67.46	70.64	68.90	72.43						
<b>Mobile</b>	16.21	21.75	26.41	24.91	21.80	24.54	20.85						
<b>Tablet</b>	10.21	8.44	8.77	7.63	7.56	6.58	6.72						

Traffic Source (Percent)	2014	2015											
	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Organic search (search engines)</b>	66.50	72.55	76.02	73.22	69.68	60.07	56.26						
<b>Direct to Northloop.org</b>	24.63	17.51	17.81	18.51	19.83	32.90	33.28						
<b>Referral from other site*</b>	8.23	8.19	5.26	6.36	9.71	6.01	9.97						
<b>Social media**</b>	.64	1.75	.91	1.90	.77	.40	.49						

\* Top referral sources included Wikipedia (42), Marriott (30), Visit-TwinCities (23), Yahoo (20), Urbanmsp (22), Be the Match (19), Heritage Landing (14),  
 \*\* Top (only) social media source was Facebook (18).

24 April Contact Us website inquiries and [info@northloop.org](mailto:info@northloop.org) emails  
 3 new subscribers (2 unsubscribe).

Note: Spam continues to impact our numbers, though much of this traffic has been successfully blocked (under 100 for June).