



**North Loop Neighborhood Association  
Board Meeting Notes  
August 26, 2015  
7:00 PM – 8:30 PM  
Heritage Landing, 415 1<sup>st</sup> Street North**

**Attendees:** Philip Ailiff, , David Frank, DJ Heinle, Bryan Hollaway, Fritz Kroll, Diane Merrifield, Brent Nelson, Karen Lee Rosar, Scott Woller

**Absent:** Dave Decker, JR Maddox

- I. August Board Meeting called to order at 7:00 PM
- II. **A motion is made (Bryan), seconded (Brent), and approved by the Board to approve the August Board Meeting Agenda.**
- III. **A motion is made (Karen), seconded (Brent), and approved by the Board to approve the July 29, 2015 Board Meeting Minutes.**
- IV. Finance Report
  - July 31, 2015 Balances:
    - Checking \$11,948.78
    - Savings \$ 8,051.67
    - TOTAL \$20,000.45
  - July 2015 Deductions: -\$500 (NNO event contribution), -\$575 (note taking), -\$200 (monthly bookkeeping); -\$450 (Downtown Families event contribution); -\$2006 (t-shirts), -\$3.51 (bank charges), -\$10 (Square Space)
  - July 2015 Deposits: \$0.13 (interest); \$200 (Fund Allocation-tem...")
  - NRP Phase II:
    - Allotment: \$251,626.50
    - Frozen Allotment: - \$99,571.83
    - TOTAL: \$172,055.12
  - The Board thanks Brent and likes the new format to the finance reports
- V. Neighbor Comments
  - Barb Suciu, Voter education and outreach update: Barb attends meeting to present and distribute voter outreach program information including voter registration applications, absentee applications, and general information pamphlets; she also attended the Open Streets event to do the same; Barb stated they are gearing up for next year and reminded the Board it is never too early to register to vote

- Jane, Neighbor: Jane is curious about public safety as it relates to the black tank rail road cars- wonders if they are oil cars, the Board is not sure; Jane is concerned about the speed of bicyclists on the sidewalks- especially with children around- and believes something should be said to the Bicycle Coalition; Jane is also worried that the Open Streets event caused problems for certain bus routes
- Amy Rosenthal, owner of Metro Dogs: Amy attended meeting to give a brief presentation about her full service daycare and boarding service located at 506 11<sup>th</sup> Avenue North which has been in business for four years; Amy started with 6 employees and now has 19; the 70-80 clients they serve each day brings business into the neighborhood; Metro Dogs actively supports the North Loop including advertising on the website; Amy is concerned that, due to the location of her business on the outskirts of the neighborhood, they sometimes go under the radar- for example, she wishes they could have been mentioned in the Minneapolis St. Paul Magazine article; Amy asks the Board for advice regarding how she can let everyone know that Metro Dogs is part of the North Loop community; the Board responds by stating that her advertisement on the website is one way, and that attending Board Meetings from time-to-time is a good reminder for everyone, too; Amy thanks the Board and states that business is good, she just wanted to get the word out

## VI. Committee Reports

### A. Marketing and Promotions – Scott Woller

- Scott distributed a photo collage from National Night Out at Target Field Station; just under 250 people participated- most of whom live within 3 or 4 blocks of the event
- North Loop Neighborhood t-shirts are now available for purchase at DRG and Corner Coffee; if any other retailers are interested in selling the t-shirts, please let Scott know; lots of shirts have already sold; a Square account is in the process of being set up, Diane will assist with creating a dedicated email address for this use
- The neighborhood business meeting to discuss parking went “okay”; 9 people attended; discussed both the demand for frequent turnover for retail parking and the need for longer-term parking as well; the City will evaluate the current short-term parking conditions block-by-block, but there is no promise for any big changes at this time; David asks what the difference was between the 20+ people showing up to the Board Meeting at The Paxon last winter to discuss parking compared to the 9 that showed up at this meeting to specifically discuss parking- Scott is not sure; Scott stated that the take aways from this meeting were that business owners were provided a platform for their voices to be heard, and that additional questions, comments, and concerns should be directed to the City moving forward per Tim Drew’s recommendation

### B. North Loop Businesses – Brent Nelson

- No update this month.

C. Website Update – Diane Merrifield

- Diane emailed the North Loop Website Report (July 2015) prior to the Board Meeting.
- Hopes to have a proposal for a new website design by the September Board Meeting
- Diane summarizes volume of visitors was down (2805 in July versus 3660 in June) and spam traffic was up for July, but the August numbers seem to back on track; Diane adds that the spam traffic affects the metrics
- Top referral sources include Marriott, Visit-Twin Cities, Be the Match, Heritage Landing, Wikipedia, and Fritz Kroll.
- 29 July “Contact Us” website inquiries – still a good amount

D. Planning + Zoning – DJ Heinle

- Target Field Station Development/United Properties: A 10-story, very attractive proposal was presented for office and retail space; expected to break ground in March or April of 2016; United Properties will continue to update the Committee; **A motion is made (DJ), seconded (Brent), and approved by the Board to support the Target Field Station Development as proposed.**
- Metro Transit Discussion: 2 City planners attended meeting to answer questions Committee Members had previously emailed, and to discuss route changes for specific bus routes that go through neighborhood, bus stop and layover locations, and schedules; the planners welcome additional questions and comments via email or phone calls
- Lucid Brewing: Representatives from Lucid Brewing attended a second P+Z meeting to provide an update on plans to renovate the abandoned Tubs building into a tap room and patio space; production will remain in Minnetonka for now; plans have been submitted to City; will sell both craft beer and 6 non-alcoholic craft beverages; **A motion is made (DJ), seconded (Bryan), and approved by the Board to support Lucid Brewery’s tap room plans as proposed.**
- Webster School Open House: Webster School hosted an Open House; starting with kindergarten, first and second grade students to start; enrollment was reported as “decent” so far
- Electrical Box Art: Wendy has a meeting with City Staff in September and will have more to report next month
- Katie Day voted newest P+Z Committee Member: Karen nominated Katie, and Katie happily accepted; Katie has been a fantastic volunteer helping out with the neighborhood park effort; **A motion is made (DJ), seconded (Karen), and approved by the Board to make Katie Day a Planning + Zoning Committee member.**

E. Pedestrian and Bicycle Update – David Frank

- The first Downtown Open Streets event took place on August 23; David believes it was the “best first Open Streets event” so far; Scott heard folks wished there was more food available- either food trucks or participation from restaurants; Bryan received positive feedback, but understands that hatching the buffered space would be helpful as the current condition is confusion-

David will talk to Bob Byers about this; Karen asked if anyone would be interested in meeting with Ethan Fawley with the Bicycle Coalition to share feedback- Scott and Bryan volunteer to do so; Phil states that the PAC attended the Open Streets event and shared concerns/praise with McKenzie Turner who is working on standards for the City of Minneapolis; David requests that Phil ask McKenzie to attend an upcoming Board Meeting

- David briefly discusses Washing Avenue Improvements progress, and explains 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 and painted turn lanes are still to come

F. Livability – Greening & Lighting Update – Fritz Kroll

- Fritz asks if the Board still wants to get trees watered considering the weather has been pretty mild; the Board asks that Fritz request a “per time” watering fee from the DID since watering in the fall is important to survival in the winter.

G. Livability – NL Park Update – Karen Lee Rosar

- Karen reports that a series of meetings took place over the last few months- the Committee has been busy; 4 of the Park Committee members attend the 8/26 Board Meeting; they have moved forward with a site now that the site owner is in a position to work with the Committee; Karen reads a draft of the Resolution; DJ suggests that a site description be added to the draft; **A motion is made (Karen), seconded (Fritz), and approved by the Board to adopt the resolution once a site description has been included.** (Resolution attached at the end of the meeting notes.); David thanks Katie and the other Committee members for keeping this alive; park dedication fees will come into play at the City; the Park Board might have money to contribute, the North Loop Neighborhood Association has money to contribute; Not many, if any, neighborhood associations have ever approached the City with this strong of a suggestions as to what they’d like to see done, so negotiations and details will need to be worked out

H. Safety and Livability – Phil Ailiff

- The next Pedestrian Advisory Committee Meeting planned for Wednesday, September 2 from 4-6 PM in Room 333 of City Hall.
- The next Block Club meeting is preliminarily scheduled for September 17 at 6 PM at Dunn Bros on Washington. Phil to confirm date.
- Next Court Watch is scheduled for Friday, September 11 at 10 AM at the Main Library.
- David previously asked Phil if he could compile a list of neighborhood assets and resources. Phil distributes his draft and welcomes any feedback.
- Phil will ask McKenzie Turner to attend the September Board Meeting, and Renee to attend the October of November Board Meeting.

I. Sustainability/Community Garden – Bryan Hollaway

- Bryan is looking into a community solar garden opportunity provided by DRG Solar; DRG Solar has been approved for 88 solar farms- one would not be

located in the neighborhood, but neighborhood associations would be able to purchase subscriptions that would allow them to pay for the energy that is produced, and be paid back by DRG; DJ suggests creating a one-page info sheet outlining the program, and asks Bryan if he could attend the next Planning + Zoning Committee Meeting to share the information; one neighbor suggests her HOA (and probably others) have an Environmental Committee that would be interested in learning more

- Bryan reports a proposal for a community garden is currently “in the works”; TKDA created a proposed site plan; Bryan will bring the proposal to the Board next month; construction is anticipated for early spring 2016 in preparation for the thaw

## VII. OLD BUSINESS

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

- No update this month.

### B. Farmers Market Advisory Group Update – Karen Lee Rosar

- A meeting is scheduled for September to discuss a business plan for the farmers; the Advisory Group may request support from the NLNA in some form in the future.

### C. 2020 Partners Update – Karen Lee Rosar

- A meeting has been scheduled for September.

### D. DNG Update –

- Discussed park land dedication ordinances and accountability as well as continuing to encourage composting in new developments at last meeting.

## VIII. Council Member Presentation – Council Member Jacob Frey

- Council Member Frey begins by stating he is “enthusiastically supportive of the North Loop Park Initiative,” and thanks the North Loop for working so hard on it.
- Continues with an update of different things going on in the community:
  - Commons Park (name for now) is coming along well; \$7M of the \$21M has been dedicated
  - Nicollet Mall continues to be under construction causing some “pretty problematic traffic delays”; the work is necessary, but the Council Member admits the City could have done a better job of staggering the work
  - The increased concern for safety downtown is an issue; 15-20 year olds are heading downtown with little to do at night, and increased crime seems to be the result; the dynamic at 2AM (bar close) is tough; the City is looking at current policies; DID is hiring RHI, a consultant, to work on creating improved policies regarding transit, late night food service, etc. and to work with the business community and police department to find solutions; RHI has been successful in other cities dealing with these types of issues; Scott asks if the construction on

Nicollet Mall has contributed to the increased rates of crime- Council Member Frey responds that there are certainly problems on Nicollet Mall, but its “predominantly focused in the Warehouse District”; Phil asks if the police will begin to enforce existing curfew policies- Council Member Frey states that the curfew is set for those younger than 18 years old, and a good number of offenders are older than the set age

- The City wants to help families “not just survive, but get by.”; Conversations have started related to fair scheduling, paid sick time, and wage theft.
- Webster School opened; Council Member Frey was surprised to see some construction still going on in the cafeteria, but saw that the kids were pretty excited about it and realizes its actually a learning opportunity for them; adjacent development is starting- “good to see”
- US Bank Stadium worker fell to his death this morning; Council Member Frey reminds the Board “We should all be thankful for all the construction workers that are building our City.”
- Water Works is moving forward; Fritz asks about a pedestrian path- Council Member Frey is not certain, but will look into it; a neighbor asks where everyone will park “considering 1000’s are expected”- Council Member Frey replies that not everyone will drive- many will use alternate forms of transportation to get downtown, and many living downtown will walk or bike (only about 20 parking spaces will be eliminated)
- Phil asks whether the “Pollinator Friendly Resolution” passed last Friday- Council Member Frey states that it did pass.

IX. NEW BUSINESS

- No new business this month.

Meeting adjourned at 8:20 PM.

## North Loop Website Report (July 2015)

Source: Google Analytics

Summary	2014	2015											
	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Site Visits/Sessions	1,567	2,736	2,302	2,987	2,955	3,675	3,660	2,805					
Visits per Day	50.54	88.26	82.21	96.35	98.50	118.55	122.00	90.48					
Unique Visitors	1,198	2,051	1,802	2,311	2,239	2,932	2,980	2,170					
Pageviews	5,900	10,458	8,088	10,581	9,473	9,755	10,364	9,447					
Pages per Visit	3.77	3.82	3.51	3.41	3.21	2.56	2.83	3.37					
Duration (minutes)	N/A	3:11	2:41	2:39	2.16	2.02	2.04	2.20					
Bounce Rate	45.05%	46.42%	48.39%	47.65%	54.74%	59.75%	59.78%	55.45%					
% New Visitors	72.37%	69.04%	71.50%	72.38%	73.23	76.02	76.15%	75.32%					

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

Geography - US (Percent)	2014	2015											
	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Minnesota	81.10	78.36	73.37	70.29	72.32	61.57	66.14	70.95					
Minneapolis	48.12	52.30	44.70	45.93	45.55	35.05	38.98	45.65					
St. Paul	4.02	4.06	5.21	4.60	3.42	4.30	4.28	3.82					
Suburbs/Outstate	26.99	22.00	23.46	19.76	23.35	21.22	22.88	21.48					

Device (Percent)	2014	2015											
	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Desktop	73.58	69.81	64.81	67.46	70.64	68.90	72.43	71.26					
Mobile	16.21	21.75	26.41	24.91	21.80	24.54	20.85	22.26					
Tablet	10.21	8.44	8.77	7.63	7.56	6.58	6.72	6.48					

Traffic Source (Percent)	2014	2015											
	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Organic search (search engines)	66.50	72.55	76.02	73.22	69.68	60.07	56.26	72.34					
Direct to Northloop.org	24.63	17.51	17.81	18.51	19.83	32.90	33.28	18.50					
Referral from other site*	8.23	8.19	5.26	6.36	9.71	6.01	9.97	8.70					
Social media**	.64	1.75	.91	1.90	.77	.40	.49	.46					

\* Top referral sources included Marriott (51), Visit-TwinCities (31), Be the Match (24), Heritage Landing (20), Wikipedia (16), Fritz Kroll (7)

\*\* Social media sources were Facebook (9), Twitter (3), Pinterest (1).

29 July Contact Us website inquiries and [info@northloop.org](mailto:info@northloop.org) emails

6 new subscribers (2 unsubscribe).

Note: Spam traffic increased again in July (546). Adjustments have been made where possible (shaded).



**NORTH LOOP NEIGHBORHOOD ASSOCIATION (NLNA)  
RESOLUTION OF SUPPORT FOR A NEIGHBORHOOD PARK**

WHEREAS, the North Loop is the fastest growing neighborhood in Minneapolis and

WHEREAS, it is recognized that to maintain business vitality and residential populations the North Loop needs additional park space and

WHEREAS, a North Loop Park Scoping Study was performed in 2013 highlighting the need for a Park and

WHEREAS, the North Loop Park Scoping Study highlighted key benefits a North Loop Park would provide the neighborhood and

WHEREAS, these benefits included increase in property value, growth and revitalization, neighborhood identity, neighborhood livability and ecological impacts and

WHEREAS, the North Loop Park Scoping Study identified four parcels as potential park locations and

WHEREAS, one of those sites, identified as Site A, approximately .75 acres near 3rd Street North and 8th Avenue North, has recently become viable through a partnership with the property owner and

WHEREAS, Site A has the potential to network into existing green-space infrastructure providing over an acre of park space and

WHEREAS, a North Loop Park Committee has analyzed Site A, met with Minneapolis Park and Recreation officials as well as the Owner of the Site A parcel and

WHEREAS, all related parties express significant interest and collaboration in a North Loop Park at Site A

**RESOLVED on August 26, 2015, that the North Loop Neighborhood Association recommend, support and provide resources for this Site A as a North Loop Park**