



**NORTH  
LOOP**  
NEIGHBORHOOD

**North Loop Neighborhood Association  
Board Meeting Notes**

**August 28, 2013**

**7:00 PM – 9:00 PM**

**Heritage Landing, 415 1<sup>st</sup> St N**

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

**Absent:** JR Maddox

- I. August Board Meeting called to order at 7:00 PM
- II. August 28, 2013 Board Meeting Agenda Approved
- III. July 31, 2013 Board Meeting Minutes – It was noted that item 7E should be revised, with both instances of “Wells Fargo ATM” to read “Wells Fargo Branch”. The minutes were approved with this correction.
- IV. Finance Report – Mike Faulk
  - Account balance (for both checking and savings combined) was \$16,887.57 at the end of July
  - \$600 was paid from checking in July: \$200 to Lillian+Berg accounting, and \$400 for note taking at the monthly meetings.
  - A \$500 check was presented to Higher Ground, for the ‘Chef in the Market’ event.
  - Mike has requested written confirmation of insurance coverage from Nonprofit Insurance Advisors verifying that NLNA is covered on the City insurance plan. The current policy with West Bend ends September 1; if confirmation cannot be obtained in the next day or two, the board recommended renewing with West Bend. (Update: Confirmation was received on 8/29/13).
  - Scott noted that direct deposit transactions can be made to the accounts, at a cost of 3% of each incoming transaction.
  - Mike will attend the 2014 CPP Funds meeting on September 9, with Robert Thompson. It is anticipated that \$38,360 will be allocated to NLNA next year. A motion was made and approved to have Mike complete the necessary paperwork to request the funds.
  - Mike is working with Lance Knuckles to get \$16,844 in CPP funds distributed (original request date of 6/17/13). It was initially determined that the concrete work was “out of scope” of CPP funding. Due to the delay, the board recommended that payment for unpaid invoice(s) be made from another source, if the matter is not resolved shortly.

- 2013 CPP Funds – remaining balance is at \$40,412. This figure does not yet include any allocations for the concrete work associated with the 1<sup>st</sup> Street Trees
- Mike followed-up on accounting fees, and found that no late/unexpected fees were assessed. It was recommended that the procedures for payment, therefore, remain the same.
- July 2013 Finance Report approved.

#### V. Neighbor Comments

- Five neighbors/ guests attended the meeting.
- Whole Foods Update: Lauren from Whole Foods introduced herself, and the 'new neighbor' promotional efforts related to the store's opening on September 25. Lauren indicated that the store's mezzanine level will feature a community room, for cooking classes, meetings, etc. The store will sell fresh from-scratch bakery items, brick oven pizza, gelato, coffee, beer, wine and many other products. The store's initial hours will be 7:00 AM – 9:00 PM, 7 days a week. David noted that the Star Tribune is preparing a large article on the North Loop, to be issued in conjunction with the 9/25 store opening.
- Wynette from Dock Street Flats attended, and indicated that their leasing office has now been open three weeks. They will be hosting a happy hour event tomorrow from 4:30 – 6:30, with free drinks and appetizers. Wynette indicated that leases were being settled with retail tenants, but that she could not yet reveal the identities of the future retail tenants.
- Jane Hanz indicated that during a recent event/race for Cystic Fibrosis, certain streets in the area were closed from 5:00 AM – 1:00 PM. She noted that several parking tickets were issued, causing upset for several retail and condo visitors. She also noted that during the recent Cuzzy's event, music was being played loudly, causing car alarms to be set off, and upsetting dogs. She noted the need for greater sensitivity in regards to the impact of future events on retailers and residents.
- Mike Fischer with LHB stopped in to introduce himself and LHB, an architecture and engineering firm, who recently moved into the North Loop at 701 Washington Avenue.

#### VI. Committee Reports

##### A. Website Update – Diane Merrifield

- Diane made a live presentation of the new website, which features a more dynamic site, reorganized navigation, and updated directory, amongst other improvements. She noted that the home page has a feed from the blog and Facebook, as well as a changeable photo slider, keeping the website more dynamic and current. Other areas of the website were reviewed, and the following action items were noted as are required to 'go live':
  - A few small tweaks will be made, including temporarily removing sponsor information from the footer. It was noted that previous sponsorships were \$500/ 6 months, which was recommended as an appropriate future approach, specifically regarding duration of sponsorship.
  - All members of the Board should review the old site, within the next week, to ensure no old information still needs to be transferred to the new site.

- A payment of \$1000 to be paid to the web developer for work to date was requested. The board made and approved a motion for the \$1000 payment, and for additional fees, not to exceed a total of \$1000 (at \$100/hour) for any further required coding, revisions, etc,
- Once these items have been completed, One Town will bring the site live, and all members of the Board can review and provide additional feedback.
- For the time being, Diane will upload all new information to the website. She requested that someone be trained to serve as her primary back-up, and offered to instruct others on a case-by-case basis how to upload new information to the site effectively.

B. Marketing and Promotions – Farm to Table Fundraiser – Matt Hilgart

- No update

C. Marketing and Promotions – Explore the North Loop – Scott Woller

- It was noted that due to the level of business participation, the event should be referred to as “Explore the North Loop”, rather than “Condo Crawl.” The event is scheduled to occur on October 13 from 2:00-6:00 PM, with a short after-party for hosts and volunteers. Scott distributed copies of the “Explore the North Loop – Hosts” flyer that he prepared to distribute to businesses and condo buildings interested in participating, outlining the benefits of participating. Scott indicated that several action steps are necessary, and made the following recommendations:
  - A press release needs to be prepared within the next week and a half. Matt volunteered to assist in preparing the press release information.
  - Scott recommended that the board’s insurance carrier be contacted to obtain additional gap / event insurance coverage in the amount of \$10,000 in theft coverage per venue/host participating.
  - Scott recommended that Google Stripe be used for ticket sales, due to cost and feasibility of other approaches. Mike will assist in getting this set up with the necessary routing numbers, etc.
  - Promotional and Day-of event signage needs to be generated. Scott will take responsibility for this item, printing approximately 100 flyers/posters.
  - A Code of Conduct needs to be written, to communicate to event participants, rules and expected behaviors during tours. Matt and Scott will team-up on this effort.
  - A letter thanking hosts for participation in the event needs to be prepared. David will prepare the letter and send to Scott for distribution.
  - Ticket price was discussed, and it was agreed that prices should be set at \$20 in advance, \$25 the day of. Five complimentary tickets will be issued to participating hosts, as well as a minimal token of appreciation, which Scott is having designed by local artists.
  - A short after-party will be hosted at 222’s roof deck, and an award will be made for “Hippest Place in the Loop”. Lauren offered to contact Whole Foods regarding a possible donation of beverages or hors d’oeuvres for the event.

- 20 to 25 volunteers, in addition to hosts and their employees, will be needed on the day of the event. It was suggested that all Board members participate, and that others be recruited to assist.
- 5 to 10 more hosts are desired. Scott will send the current list of participants and the electronic 'Explore the North Loop - Hosts' flyer to all Board members, to forward onto any contacts they have in the area.

D. North Loop Business Association – Scott Woller

- No update for NLBA
- Fritz indicated that he recently became a member and Board member on the Warehouse District Business Association. A discussion took place regarding the NLBA working with the WDBA, including potential for cooperation and/or partnership opportunities between the two organizations, while preserving each entity's 'brand.' More thought should be given to any specifics, and further discussion may take place at future meetings.

E. Planning & Zoning – DJ Heinle & Dave Decker

- The following presentations were made at the August 2013 Planning & Zoning Meeting:
  - ✓ Nicollet-Central Transit Alternatives presented an update on the street car project. They are scheduled to request City Council approval at the September 24th meeting. The project is pursuing Small Starts federal funding, and has proposed a route between 41<sup>st</sup> Avenue on the north end and 46<sup>th</sup> Street on the south end, as is still evaluating a potential river crossing.
  - ✓ UrbanWorks Architecture, a local architecture firm, made a presentation of a pro-bono study they are conducting, which is evaluating who the North Loop is and potential redevelopment opportunities in the area. The committee offered the following suggestions regarding potential focus areas for improvements: daylighting of the Basset Creek area; Farmers' Market District improvements, creative reuse of the abandoned viaduct near the I-94 ramp; 7<sup>th</sup> and Olson Memorial streetscaping. DJ indicated that the report is expected to be complete at the end of the year or by mid next year.
- Committee Business:
  - ✓ Dave noted that an application for Preservation Funds had been received from an environmental law firm located near 2<sup>nd</sup> Avenue and 1<sup>st</sup> Street, for a \$25,000 window replacement project. If approved, the Preservation Funds would contribute \$12,500 to the project. No other applications have been received, but Dave now has a complete list of addresses to which the letter (previously prepared and approved) regarding the Preservation Funds program can be sent to. A motion was made and approved to send the letters.
- Please see the North Loop Neighborhood Association Planning and Zoning Committee Meeting notes from August 2013 for more information; notes are available on the NLNA website.

F. Street Closures – Karen Lee Rosar

- Karen noted that significant street closures will occur early September in the area of the interchange. A portion of 6<sup>th</sup> Ave N will be closed for approximately 3 weeks, beginning September 3<sup>rd</sup>. The intersection of 5<sup>th</sup> Avenue and 5<sup>th</sup> Street North will be closed starting September 9, for approximately 7 weeks. Pedestrian routes will be maintained, but with some sizable detours. More information can be found at [theinterchange.net](http://theinterchange.net), and updates will be posted on Facebook.

G. Livability - Greening & Lighting– Fritz Kroll & Matt Hilgart

- 1<sup>st</sup> Street Trees: Letters of thank you and a request for payments have been prepared; verbal commitments in the amount of \$4000 have been received. Tax deduction letters for contributors are also ready to be distributed.
- The property discussed at the last meeting has been planted, at a cost of approximately \$928.75. A request to the adjacent neighbor, to pay their portion of the costs, was made for the amount of \$343.56. A motion was made and approved to pay the amount of \$928.75.
- Fritz will obtain a bid to add the iron hoop fencing, to be reviewed by the Board.
- A proposal was obtained for watering of the new trees and plantings, every other week, in the amount of \$537. Due to the time sensitivity of the matter, the Executive Committee approved the costs in advance of tonight's meeting.
- The owner at 801 Washington expressed interest in working with the NLNA to add trees on his property, along Washington. The owner obtained a private bid in the amount of \$5,700 for six trees. Due to the complexity of the infrastructure along Washington, however, the Board believes the cost would be in the range of \$4,000-6,000 per tree. The Board agreed to let the owner pursue it independently, and will provide him with additional contact information to assist.

G. Livability - North Loop Park Initiative – David Frank

- David has drafted a letter for the Park Steering Committee, and requested that the Board members consider participation, as well as send any comments on the letter and contact names within the next week.

H. Livability – Bicycle Update – Karen Lee Rosar

- Minneapolis Bicycle Coalition and 2<sup>nd</sup> Street Project: The next Open Streets event will be held on Lowry Avenue North, on September 21, beginning at 11AM.

I. Safety and Livability – Phil Ailiff

- Several robberies, in the 'entertainment district' have occurred with similar M.O.'s. The pattern has been that three to four males, described as African American, have been victimizing intoxicated males/females, robbing them of purses, wallets, etc. Two weeks ago, four incidents occurred, and an additional six incidents occurred last week. Phil shared tips for protecting oneself, including walking in groups. Letters were sent notifying area bar and club owners; however, Karen expressed concern that the NLNA and other organizations did not receive any notification.

- Notification was given that an individual named, Jason Pedlar, who has a history of stealing bikes, and committing thefts from garages, is once again living in the area. It was suggested that he be added to the Downtown Top 100 list.
- The Minneapolis Emergency Prepare Fair, will be held on September 18 at the IDS Center and Nicollet Mall.
- Over 35,000 “Behave or Be Gone” flyers were distributed to “Go-To” card holders, outlining expected code of conduct.
- PAC meeting is Wednesday September 4 at 4:00 – 6:00 PM at City Hall, Room 333.
- 1<sup>st</sup> Precinct Court Watch is Friday September 13<sup>th</sup> at 10 AM at the Minneapolis Public Library
- The next Block Club meeting will be September 11, 6:00 PM at Dunn Brothers
- A representative from Soho introduced himself, and informed the group that between August 6 and August 20<sup>th</sup>, their property had been burglarized four times, with Else Warehouse burglarized the night before. They are in the process of increasing their security. He inquired about what forums are available for reporting or receiving notifications of crime alerts. It was suggested that he could sign-up for crime alert notifications on the City’s website, and he was also invited to attend the Block Club meetings. Additionally, it was recommended that he speak with Renee Allen, who conducts crime prevention analyses free of charge.

J. Neighborhood School Update – David Frank

- The survey is about to go live. David indicated that a parent from the area will likely be committing to organizing these efforts.

VII. OLD BUSINESS

A. NRP Phase II Update – David Frank

- An inquiry was received from one of the neighbors, who needs work done on their building. Their association would like to borrow / use preservation funds for their repairs.

B. Farmers Market Advisory Group Update – Mike Faulk

- The ‘Chef at the Market’ event took place on August 17. Mike presented the check, for \$500, to Higher Ground, who was very appreciative.

C. 2020 Partners Update – Karen Lee Rosar

- No update

D. Target Center Implementation Committee Update – Karen Lee Rosar

- No update

VIII. NEW BUSINESS

- There will be an event at the Guthrie, on September 17 from 5-7 PM, open to the public, to present the three design options for the Nicollet Mall.

**Meeting adjourned at 9:00 PM.**