



**North Loop Neighborhood Association
Board Meeting Notes
September 30, 2015
7:00 PM – 8:30 PM
Heritage Landing, 415 1st Street North**

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

Absent: Brent Nelson, JR Maddox

- I. September Board Meeting called to order at 7:00 PM
- II. **A motion is made (Bryan), seconded (Karen), and approved by the Board to approve the September Board Meeting Agenda.**
- III. **A motion is made (Karen), seconded (Diane), and approved by the Board to approve the August 26, 2015 Board Meeting Minutes.**
- IV. Finance Report
 - No finance report this month
- V. Neighbor Comments
 - Scott, Board Member: States that Corner Church Neighborhood Hayride will be Saturday, October 24 and will start in front of Corner Coffee.
 - Jane, Neighbor: Reports she was negatively impacted by buses being re-routed for the one-day Open Streets event that took place downtown; also believes downtown businesses are negatively impacted during neighborhood parties and events due to reduced parking
 - Neighbor: Shares that the Life Time Fitness located at Target Center now has a shuttle available for scheduled or immediate pick-ups for downtown residents to help alleviate parking challenges; trying to figure out how many members are interested in using the service; Karen will post this information on Facebook
 - Neighbor: Wonders how the Board gets information related to neighborhood involvement to new neighbors; David states the best options are the website or Facebook; Diane suggests including North Loop Neighborhood website and Facebook information in the “Welcome to the Neighborhood” bags being created this fall

VI. Committee Reports

A. Marketing and Promotions – Scott Woller

- Scott reminds the Board that North Loop Neighborhood t-shirts are now available at Corner Coffee, DRG, and Allison's Cleaning; a Square account has been set up to allow folks to pay with credit card; Scott asks the Board to let him know if they have any other use for the Square account so he can provide them with the password
- Plans are underway for this fall to create about 500 "Welcome to the Neighborhood" bags for new residents

B. North Loop Businesses – Brent Nelson

- Diane received a "Contact Us" message from a North Loop business owner interested in a Business Forum; Brent to follow up with this individual and others that would potentially be interested

C. Website Update – Diane Merrifield

- Diane emailed the North Loop Website Report (August 2015) prior to the Board Meeting.
- Reports volume was back up in August, then back down for September; activity seems to align with neighborhood events
- Number of visits on mobile phones have doubled
- The number of referrals from Facebook has increased, otherwise numbers are the same
- Diane reviews a proposal she received for a new NLNA website- reminding the Board the reason for needing a new website is to increase operator flexibility, capacity, and functionality including a more useful calendar, opportunities to present information in a more clear manner, and the addition of an archive function; safety and livability information and resources will be more efficiently displayed, and user permissions can be granted to Board Members to be able to post in specific sections of the website; the entire website will be much more intuitive; Diane states the design, business, and tech requirements are to be determined; **A motion is made (Diane), seconded (Karen), and approved by the Board to accept the proposal as is for the suggested scope and price.**

D. Planning + Zoning – DJ Heinle

- Open Window Theater, Jeremy Stanbary: Located at 1313 Chestnut, Open Window Theater is requesting approval for rezoning and expansion; recently learned they are not zoned appropriately and would like to correct the issue; **A motion is made (DJ), seconded (Fritz), and approved by the Board to support the rezoning and expansion request of Open Window Theater for a performing theater use in a previously abandoned warehouse.**
- Itasca Building Roof Top Deck Proposal, Mark Tambornino: Plans to repair and expand the deck of a single unit in the Itasca Building located at 708 – 1st Street North were presented to the Committee; the expansion is proposed on a secondary façade of the building (meaning it would not affect the historic façade; a letter of support was approved and sent by the Committee due to a

tight timeline, but the Committee would like to ask the Board for their approval as well; **A motion is made (DJ), seconded (Dave), and approved by the Board to support the roof top deck repair and expansion as presented.**

- DJ shares one additional request from the current owner of the Container Building- the owner has decided not to develop the property, and asked DJ, Dave, and David if the NLNA would be interested in the property for a future park; negotiations are possible, something for the Board to consider
- The Committee also discussed the traffic issue on 10th Avenue from 2nd to Washington as a result of the parking ramp congestion; came up with a couple of solutions that will be discussed with the City

E. West Broadway Transit Study Update – Karen Lee Rosar

- A meeting was held on September 17 to discuss the information gathered at the community engagement events over the summer
- Information is available at <http://www.metrotransit.org/west-broadway-transit-study>
- An Open House is scheduled for November 3 at Capri Theater

F. Livability – Greening & Lighting Update – Fritz Kroll

- Fritz sent a map of the trees the NLNA would like watered to the DID
- Fritz notes that some property owners are “letting things slip” related to trees and the wire boarders/planting beds surrounding them; the Board wonders how much it would cost per tree to repair; Fritz will look into the matter, and **a motion is made (Fritz), seconded (Karen), and approved by the Board to spend up to \$250 to fix up these areas**

G. Livability – NL Park Update – Karen Lee Rosar

- Karen reports that preliminary negotiations are going on with the owner of the property located at 8th Avenue and 3rd Street North
- Meetings will be held with the Park Board and Council Member Frey in the near future to update them on the team’s intentions
- The City, Park Board, and Community will participate in a “Design Week” October 19-23; an Open House will be held at Mill City Museum on Monday, October 19 from 6-8:30 PM for community input; design charrettes will be held throughout the week (not open to the public); the aforementioned property owner will participate in these charrettes to share the NL’s ideas and vision; on Thursday, October 23, a closing event will be held at the Walker Art Center from 6-8:30 PM- this closing event is open to the public, so please join!
- David asks if any of the neighbors that attended the Board Meeting have questions or comments related to the NL Park Update:
 - One neighbor asks if this particular site was chosen because of the tax base and is concerned his taxes will go up to pay the park- he understands the Park Board does not have a lot of funding for a park in this location, and is concerned about the park maintenance and upkeep; David explains that if and when this park moves forward, the North Loop Neighborhood Association will not be in charge of maintenance and upkeep, but these items will certainly need to be

figured out; Karen describes funding opportunities such as park dedication fees, potential public/private partnerships, or conservancy options- Karen further explains that funding for this park will not be based on Park Board funding alone, and states “if we don’t come up with good answers to these questions, the park plans will not move forward”- the team continues to be very methodical in their decision-making and will not rush into poor decisions

- Jane shares that she is nervous about the kind of people that will gather at the park- does the Board think this will be an issue?; David states that the Board does not think this will be an issue, and would not waste volunteers’ time if they thought it would be; DJ states that safety is a design consideration that is studied in terms of lighting, access, etc.
- Another neighbor interested in neighborhood infrastructure believes a park will be developed, which is a good thing, but not before a solid plan is in place for operations and maintenance.
- The first neighbor asks why park-related information has not been more available; David states that not a lot of information exists yet, but asks neighbors to please continue to attend Board Meetings where information will be shared as soon as it is available
- In response to a neighbor’s concern about the financial planning of Loring Park, it is requested that planning for this park not be compared to Loring Park because this park will be considerably smaller and not at all comparable.

H. Safety and Livability – Phil Ailiff

- Phil had the chance to connect with Renee through text messages, and reports that the majority of the problems in the neighborhood is the combination of overly intoxicated people and opportunistic people ready to take advantage of them; most crimes are happening at bar time; people’s behavior will change with the season
- Phil states **DO NOT LEAVE VALUABLES VISIBLE IN YOUR VEHICLE.**
- The Zombie Pub Crawl is coming up; police presence will be increased as it is on the weekends at bar time.
- The next Pedestrian Advisory Committee Meeting planned for Wednesday, October 7 from 4-6 PM in Room 333 of City Hall. (Phil will ask Mackenzie Turner to attend the next Board Meeting when he sees her at the 10/7 PAC Meeting.)
- The next Block Club meeting is to be determined.
- Next Court Watch is scheduled for Friday, October 9 at 10 AM at the Main Library.
- Scott notes a speed wagon in the neighborhood and requests that it get moved around (i.e. Washington and 2nd, 8th, 9th, 10th); Phil will check with Renee
- A neighbor asks if a neighborhood police liaison ever attends the Board Meetings for updates; Phil explains he meets with them regularly, and they would be happy to attend if residents would like to meet; the neighborhood police liaison always attends the Annual Board Meeting in January.

- I. Sustainability/Community Garden – Bryan Hollaway
 - Bryan reports that a Community Garden Proposal was presented to the condo associations at 710, 720, and 730 Lofts; the proposal was generally well-received; no formal approval was provided
 - Bryan has been in close communication with Karen and the park planning team as this Community Garden would be located adjacent to the potential future park; Bryan will attend the next park meeting

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 was held on September 25
 - An RFP for site analysis and vision for a new Farmer’s Market was posted on September 30; a decision will be made on November 25, and a contract will be signed on November 30
 - There is potential to move the only City-owned market; plans need stewardship- how will it react with the light rail when it opens or other anchor developments?
- C. 2020 Partners Update – Karen Lee Rosar
 - 2020 Partners met on September 22.
 - Presentations included a 6th Avenue Reconstruction Update, District Energy Presentation, various development updates, and a discussion about the Major League Soccer opportunity; some members of the 2020 Partners are not ready to give up the idea and believe there may still be time to act
- D. DNG Update –
 - A meeting has been scheduled for October 1.

VIII. NEW BUSINESS

- Bob Byers with Hennepin County will attend the October Board Meeting.
- Also for the October Board Meeting, please think about potential locations, whether or not postcards will be sent, an alternative format for neighbors to follow the regular meeting, and who is running for what- for the Annual Meeting in January.
- Due to the Thanksgiving holiday, the November meeting schedule is as follows:
 - Planning & Zoning Committee will meet on November 18 at 6:00 PM
 - Board Meeting will be on November 18 at 7:00 PM
- There will be no December Board Meeting. The Planning + Zoning Committee will meet in December only if items are pressing.

Meeting adjourned at 8:00 PM.

North Loop Website Report (August 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	3,678				
Visits per Day	50.54	88.26	82.21	96.35	98.50	118.55	122.00	90.48	118.65				
Unique Visitors	1,198	2,051	1,802	2,311	2,239	2,932	2,980	2,170	2,854				
Pageviews	5,900	10,458	8,088	10,581	9,473	9,755	10,364	9,447	10,525				
Pages per Visit	3.77	3.82	3.51	3.41	3.21	2.56	2.83	3.37	2.79				
Duration (minutes)	N/A	3:11	2:41	2:39	2.16	2.02	2.04	2.20	2.10				
Bounce Rate	45.05%	46.42%	48.39%	47.65%	54.74%	59.75%	59.78%	55.45%	55.67%				
% New Visitors	72.37%	69.04%	71.50%	72.38%	73.23	76.02	76.15%	75.32%	72.53%				

Visitor Flow: Most come via the Home Page (common pages include Directory, Stay in the Loop, 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	77.21				
Minneapolis	48.12	52.30	44.70	45.93	45.55	35.05	38.98	45.65	47.38				
St. Paul	4.02	4.06	5.21	4.60	3.42	4.30	4.28	3.82	4.55				
Suburbs/Outstate	26.99	22.00	23.46	19.76	23.35	21.22	22.88	21.48	25.28				

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	57.97				
Mobile	16.21	21.75	26.41	24.91	21.80	24.54	20.85	22.26	32.65				
Tablet	10.21	8.44	8.77	7.63	7.56	6.58	6.72	6.48	9.38				

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	72.89				
Direct to Northloop.org	24.63	17.51	17.81	18.51	19.83	32.90	33.28	18.50	20.01				
Referral from other site*	8.23	8.19	5.26	6.36	9.71	6.01	9.97	8.70	6.31				
Social media**	.64	1.75	.91	1.90	.77	.40	.49	.46	.78				

* Top referral sources included Visit-TwinCities (35), Marriott (31), Wikipedia (31), Heritage Landing (16), NRP (15), River Station (8)

** Social media sources were Facebook (22), Twitter (7)

29 August Contact Us website inquiries and info@northloop.org emails

7 new subscribers (4 unsubscribe).

Note: Spam traffic declined in July (<200). Adjustments have been made where possible (shaded).