



**NORTH  
LOOP**  
NEIGHBORHOOD

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**North Loop Neighborhood Association  
Board Meeting Notes - DRAFT  
November 30, 2016  
7:00 P.M.**

**Heritage Landing Community Room, 415 1<sup>st</sup> Street North**

**Attendees:** Tim Bildsoe, DJ Heinle, Katie Day, Bryan Hollaway, Diane Merrifield, Francesco Parisi, Phil Ailiff, Scott Woller, Fritz Kroll

- I. November Board Meeting called to order at 7:01 P.M.; those in attendance introduced themselves by stating their names and building of residence or business or employment in the neighborhood.
- II. **Motion is made by Tim, seconded by Phil, and approved by the Board to approve the Board meeting agenda.**
- III. **Motion is made by DJ, seconded by Tim, amended, and approved by the Board to approve the minutes from the October meeting.**
  - a. Correction from Katie regarding the park update from October: the current owner of the Bookman parcel is interested in selling it for park space.
  - b. Correction from Diane regarding finance report: Mr. Dornfeld's name was spelled incorrectly.
- IV. Finance Report – Tim Bildsoe
  - a. Tim sent out statements and transactions, which show that there are no big changes.
  - b. For insurance, there was the charge for AmTrust North America; however, that policy has been canceled and moved to USLI. Coverage was bound at the beginning of November and the existing policy was cancelled the same day. There will be a refund coming.
  - c. Change in bookkeeper is now official. Welcome Tim Dornfeld!
  - d. The paperwork for the 2017-2019 Community Participation Program (CPP) has been submitted to the City; we are awaiting its comments. We have also submitted the annual report. Thanks to everyone who participated in those.
  - e. The financial guidelines are almost finished. Once they are complete, Tim will send them out to everyone for review and the Board can vote on them during the annual meeting in January.

- f. Tim is also almost finished with the budget, which he will have in time for the annual meeting, if not beforehand.

V. Neighbor Comments

- a. A concerned neighbor, who didn't identify himself, asks for transparency around the development underway in the neighborhood, particularly the tall buildings being developed, and why developers are seemingly able to ignore HPC guidelines. He inquires what the neighborhood's position is on these in general, Diane asks DJ to address the question. DJ explains that there was a small area plan completed for the neighborhood about 10 years ago that focused on transit and live/work mix-used development; there was also a zoning restudy completed and a new zoning process adopted about two years ago. Much of the neighborhood, under the new zoning, has a 6-story building limit, but a few corridors, like those along Hennepin and Washington, allow ten stories. The number of residents has increased and, as such, may be changing the views of what type of development is favorable, but that change is not necessarily reflected in the policies in place. The neighbor suggests that more retail would be great, but more tall buildings won't provide that much benefit to residents because of the drawbacks that come with them, like less sun. DJ explains that from a financial perspective 6-story buildings are feasible, but not necessarily lasting because of their wood construction, whereas concrete, steel buildings have longevity, but need to be taller than 6 stories to financially pencil out. Francesco iterates the difference between the HPC guidelines and zoning policies and how they each address mechanical equipment on top of buildings. Mark Huting mentions that one of the positive attributes of the United project is that there will be public green space with lots of trees and additional connectivity to 3<sup>rd</sup> Street.
- b. Jane Patterson voices her opposition to the proposed facility for males released from prison on 5<sup>th</sup> Street. Diane thanks Jane for her input and responds that the City has worked on this project for many years and has been supportive of it. The Board will be sure to reflect her opposition in the minutes. This is regarding the Beacon Interfaith Project at Great River Landing.
- c. Scott announces that there will be an Off the Street Super Run, held to help stop human trafficking associated with the Super Bowl, which is one of the largest human trafficking events in the United States, on February 4. The event will be at Target Field. The packet distributed to the Board provides statistics about trafficking in Minnesota and across the country. This event is aimed to increase actionable awareness, and the funds will be going to organizations, like The Link, that work to end trafficking. Scott asks the Board to set the precedent of investing in the event – he has asked other neighborhoods, too. He is asking for marketing support and a financial contribution of \$1,000. Rental of Target Field will cost just \$3,000 (usually \$20,000). 100% of runner proceeds will be going to the organizations. Other potential funders, like running stores, have been identified and the DID, Loring Park, and Elliot Park neighborhood boards have also been approached. **Motion to donate \$1,000 to the Off the Street Super Run is made by Fritz, seconded by Bryan, and approved by the Board (with Scott abstaining).**
- d. Francesco relays neighbor's concern about the new pavers installed on 5<sup>th</sup> Avenue and 6<sup>th</sup> Avenue, as there was some feedback after the recent snowfall. They would like to let the City know that there are some significant changes in the level of the street. Tim talked to City and it said that the area is not a problem. Perhaps the Board can present the issue to Jacob Frey. DJ also suggests that if the area presents a hazard, neighbors should record the issue on 311 and bring to the attention of the Public Works

Department. There is also a 311 phone app that neighbors can use and there is a reminder that the more people that use 311, the more effective calls become.

## VI. Committee Reports

### a. Marketing and Promotions – Scott Woller

- i. The sample street banner signage, made of aluminum and PVC, is passed around. A design-to-print company can produce 100 signs for \$2,586. Holes would need to be drilled and signs would need to be installed. The banners last about a year, while the lifetime of these signs is more than 3-5 years. The quote is not from a local company, as there is no longer a sign company in the North Loop. The turn-around time is pretty short, but if they are to be hung in Spring, we need to figure out who will do the signs as well as the correct sizing for the lampposts. No action from the Board is required at this time. A suggestion from the Elliot Park neighborhood is to seek sponsorship for signs. Maybe the Board can approach the Twins. Fritz notes that the other sign option presented costs \$360 per sign.
- ii. Update on the annual meeting – first floor space at T3 is too small and they gave some gentle pushback on the idea of moving furniture. We are able, however, to use a higher floor. This larger, unfinished space has no lighting or furniture, but we are able to choose whichever caterer we like. We will also need to rent lighting, chairs, and tables and their setup would likely need to be done by us. This meeting is the major outreach event for the year. The cost has been compared to those of previous years: food has been at least \$500; the rental fee was waived some years; an estimated 250 people were in attendance last year. This year, there will be a social hour before the meeting during which the local nonprofits will be able to engage more so with the crowd (last year, they had tables). Whole Foods provided initial pricing of \$1,000 for hors' devours for 200 people. Nonprofits including Friends of Boundary Waters, Minneapolis Bike Coalition, Artspace, and Cookie Cart were also approached. Be the Match and Alliance François were also suggested. CPP money cannot pay for food or refreshments at the annual meeting. Website sponsorship money is used to cover this, but the Board is to remember that it also pays for many other things.
- iii. Tim iterates that the annual meeting is held on Wednesday, January 25. The business meeting will begin at 6:00 P.M.; happy hour will be from 6:45-7:30; the meeting, during which the vote for Board members take place, will begin at 7:30.
- iv. **Motion is made to approve hosting the annual meeting at T3 or an alternative location and to cap expenses (not including marketing expenses) at \$3,000 by DJ, seconded by Scott, and approved by the Board.** Last year, the Board contributed \$460 for food and \$250 toward rental of the space. There are no action items for the committee meeting for early December.

### b. North Loop Businesses – Scott Woller

- i. There is no update.

### c. Website – Diane Merrifield

- i. Sent out website report – light season, but still over 4,000 views a month, which is approximately 125 a day. There are still about 50 “contact us” inquiries on a monthly basis.
- ii. Diane will be posting public notices for all neighborhood development projects on the homepage so that people can see those.

### d. Planning and Zoning Report – DJ Heinle

- i. Arctic Cat had to cancel its presentation at the November meeting, but they are rescheduled for the meeting in January.
- ii. United Properties presented on its 729 Washington development.
  - 1. This 10-story development will also have an additional parking structure with 44 micro units behind it. The structure replaces the surface parking lot, but will net additional parking spaces.
  - 2. The Heritage Preservation Commission (HPC) hearing will be held on December 13. United has presented to both the Board and the Planning and Zoning Committee in the past and has also met with neighbor groups. The project will include public green space and a plaza area, an improved alley, and skyway connection. There was a lot of feedback from the neighborhood – most of it regarding a fear about the building’s height. As it is proposed, the building is designed to maximize the existing allowed zoning, but a lot of neighbors are nevertheless against it. There was lots of feedback on the plaza, as well, which is perceived as not being for public use, and rather for the benefit of the developer – despite the hiring of the Musicant Group for placemaking of the space. The space is perceived as being insular and for the private use of the patrons of the private buildings. Despite the proposed connectivity to Basset Creek and the existing grid, neighbors feel that it is being falsely promoted as having a high value to residents. There is fear about the height of the building and about the retail space remaining vacant. United suggested that it would convert the first floor to parking if the retail remains vacant – this was seen as a red flag and that United is not willing to commit to retail. United, though, says it has many tenants interested in the retail space. There has also been much discussion about parking and its pros and cons. In the end, a motion was approved for United to return in January, after having discussions with the six homeowners’ associations nearby, after having performed shadow and impact studies, after having added screened wall for Herschel Lofts green space, and after having revised scale renderings to be accurate. The Planning & Zoning Committee vote was 5 (yay) to 2 (nay) to 1 (abstain). Note: this was not a majority, as 3 committee members were absent. United will be meeting tomorrow with Jacob Frey, City planners, and neighbors. **Motion was passed by the Board.**
- iii. Tim voices a fundamental concern: the Board should collect information, but once it votes, it creates a split in the neighborhood. It should simply act more like a conduit of information. DJ responds that historically, the Board has always taken a position. He agrees with the jurisdictional component of Tim’s argument – the Board’s action doesn’t have a lot of impact in the City process – but the Board does a great job of recording feedback on developments and sending those opinions to representatives. DJ contends that if the Board doesn’t take a position, it might lose its leverage and not get the things it asks for. Francesco iterates that having a vote and collecting information are not mutually exclusive. Tim responds that often he doesn’t have enough detail to make an educated vote; he tends to listen to neighbors’ discontent. Diane affirms Francesco’s sentiment and agrees with DJ that she doesn’t want the Board to lose leverage. Brian suggests that the question is how to get more neighborhood involvement, not whether the Board votes on issues.
- iv. The Board can try to post agenda and information for meetings well in advance, but that can be a challenge because development is a last minute industry. The

City process is long and involved and filled with CPED technicalities and Committee of the Whole meetings (which includes Planning Committee, HPC, and City Council). Ours is an informal process to gain feedback that occurs during the same time as the other City processes and when a lot of changes are being made to the proposed developed. Often changes are made after we accepted something, as in the case of the 419 Washington development. For that development, the motion language says 10 stories, but additional documentation, like drawings, was not included. It really becomes a capacity and staffing issue for the Board. Katie iterates that the Board needs to know how to engage when possible – that’s the tough part. The Board should engage as much as it can within the existing constraints and system.

- v. CPM Development (for the 419 Washington Avenue project) also will be presenting at the Planning and Zoning Committee meeting on January 20.
- e. Livability – Fritz Kroll
  - i. For the lamppost signs, white might be a little too bright and might not fall within the tight design guidelines.
  - ii. **Motion to donate \$10,000 to support the tree planting initiative is made by DJ, seconded by Fritz, and approved by the Board.** Mark Huting is talking with 801 and Tractor Works for final funding for the planting project.
  - iii. Fritz announces need for sponsor letters for year-end and encourages anyone who owns a business to contribute for the drawing at the annual meeting.
- f. NL Park Update – Katie Day
  - i. The Master Plan is now set to go for public comment on January 1. Katie reminds the Board that approval is important because no funding can be given to any parks, not just here, but throughout downtown as well, without it. She talked with Schaefer Richardson, which is still very interested in park space at 3<sup>rd</sup>, but which doesn’t have the ability to say when that will be developed, as they are waiting for a clearer picture of development on their site. Schaefer Richardson has, though, been in discussion with United Properties to think through the pathways through the park and the United development and the connectivity of the area - good communication is taking place.
  - ii. Schaefer Richardson presented informally for the dog park at the Dog Grounds Board meeting – it seems as though they are interested in working with the Dog Grounds Board and the NLNA Board on finding solutions for dog park space.
  - iii. There is a recognized need for pet space and pursuing it is one of the Board’s priorities. Katie was encouraged by response from neighborhood.
- g. Safety & Livability – Phil Ailiff
  - i. St. Paul is hosting the 2017 National Walk Summit on September 13-15, which is an event that focuses on safety, pedestrians, and walkability. To have a mobile workshop or walking tour, a neighborhood must be accessible from a transit line. The North Loop is a great fit because of its history and its new development. Jill Chamberlain at the Center for Prevention at BCBS is the contact person. Phil is happy to chair a subcommittee for the event. The call for proposals will be in mid-December. The Board is excited and willing to participate in the event.
  - ii. Next PAC meeting is December 7, from 4:00 to 6:00 P.M. in City Hall – all people are welcome. There was a good meeting last month during which new neighbors attended and were made aware of new safety situations. The focus in the past has been at the corner of 2<sup>nd</sup> Avenue and Washington Avenue; now the hotspot is 3<sup>rd</sup> Avenue and 5<sup>th</sup> Street. This intersection is now a better candidate for a camera/lighting, as there have been reports of gang activity, guns, and

intimidation. Phil sent an e-mail to DID to meet to discuss pricing for camera(s). More information will be forthcoming soon.

- iii. The next Block Club meeting is not yet scheduled.
- iv. The next Court Watch meeting will be Friday, December 9 at 10:00 A.M. in the Hennepin County Library Conference Room.
- h. Sustainability – Bryan Hollaway
  - i. There is no update.

#### VII. Neighborhood Priorities

- a. The Board will utilize a survey to hear the neighborhoods' priorities in 2017. Tim will be working with City staff, who also just did a City-wide survey on crime, to develop the survey for the North Loop.
- b. Infrastructure investments
  - i. There is no update.
- c. Pedestrian safety improvements
  - i. There is no update.
- d. On-street parking
  - i. There is no update.
- e. Affordable housing
  - i. DJ notes that portions of the CPP and Neighborhood Revitalization Program (NRP) money are dedicated to housing. Great River Landing Project is in fundraising mode and the Project for Pride and YouthLink facility on 12<sup>th</sup> has raised \$2.5 of its \$6 million goal. Elliot Park and Loring Park would be willing to partner and pool the resources, as they have more affordable options.
  - ii. Tim also talked to Greco Development to see if the funds could be used, not for the capital costs of a building, but for rental subsidies. Tim's preference is to keep the money in the neighborhood. It might be a good idea to have Great River Landing and YouthLink make presentations to the Board in February. Tim will see if that is enough time or if the money needs to be spent before then.
- f. Neighborhood beautification
  - i. Washington Avenue and 394 exit ramp sign
    - 1. The plan is to clean up the parcel which is now covered in weeds. For this area, which is very visible from many different locations, MnDOT will fund the replanting and cleanup; they are also fixing the existing fence.
    - 2. There will also be a metal structure, with a brick foundation, that will serve as an entry sign. MnDOT is on track with the planning – they like the project. The plans were submitted two weeks ago for the City to review; we are now waiting for a response from the City. The work is planned to start in the Spring. Sponsorships will be needed to cover the cost of the hardscaping. Fundraising will begin in early January and there will be displays at the annual meeting, which will include an artist rendering and final landscaping plans.

#### VIII. Old Business

- a. Annual meeting – reminder: if you are providing volunteer opportunities, you will need to manage the contact information of volunteers.
- b. Neighborhood Revitalization Program (NRP) Funding Update
  - i. There is no update, other than we are reallocating money from items that we aren't pursuing (like a grocery store study) to the tree lighting – and potentially to the camera and lighting at 3<sup>rd</sup> and 5<sup>th</sup>.

- c. Farmers' Market
  - i. There is no update, but there is a meeting this Friday, so there will be an update afterward.
- d. 2020 Partners – David Frank
  - i. There is no update.
- e. Downtown Neighborhood Group – DJ Heinle
  - i. There has been much discussion about the 2020 Comprehensive Plan and the updates proposed. There will be a major public open house on April 1 – all are encouraged to attend – and there will be lots of press leading up to that event. In the meantime, the Board has invited CPED to do a presentation at the Planning & Zoning Committee meeting. DJ doesn't anticipate much proposed for the North Loop because the small area plan was completed 10 years ago and zoning updates were made just 2 years ago - but we will still interact and see what is planned.
  - ii. Questions remain regarding funding at the City level and what will happen after 2020 when the programs expire. There is a neighborhood community relations proposal in January. DJ will update the Board when it happens.
- f. Community Engagement
  - i. Tim and Katie are working to engage with property managers, HOAs, and businesses because of the recognized need to increase engagement. Just today they met with First Services, which is involved with HOAs, boards, and property managers, to start that dialogue and to determine what the best ways to reach neighbors are. It was reassuring that they are hearing what the Board is hearing: that parking, roads, and dog parks are some of the highest priorities.

IX. New Business

- a. Phil has tickets available for a traditional holiday music concert show, featuring a 90-piece band and choir at Benson Great Hall at Bethel University. Please see him if you are interested.

X. Meeting adjourned at 8:51 P.M.