



**NORTH  
LOOP**  
NEIGHBORHOOD

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**North Loop Neighborhood Association**

**Board Meeting Notes**

**November 29, 2017**

**7:00 P.M.**

**Heritage Landing Community Room, 415 1st Street North**

**Attendees: Tim Bildsoe, Diane Merrifield, Katie Day, Fred Dawe,  
Andy Risvold, Scott Woller, Mark Huting, and Fritz Kroll**

1. November Board Meeting called to order at 7:02 P.M.; those in attendance introduced themselves by stating their names and building of residence or business or employment in the neighborhood. Tim announced that there is a sign-up sheet on the counter and instructed anyone to sign up if they would like to be added to the e-mail list.
2. **Motion is made by Diane, seconded by Fred, and unanimously approved by the Board to approve the Board meeting agenda.**
3. **Motion is made by Tim, seconded by Fritz, and unanimously approved by the Board to approve the October Meeting Minutes.**
4. Neighborhood Engagement – North Loop Neighbors
  - a. There were no comments from any residents. In attendance was a new neighborhood resident, looking to get involved.
  - b. Scott Woller announces the “Not in Our City” 5k at Target Field on December 9 at 9:00 A.M. 100% of proceeds will go to fight human trafficking.
5. Council Member Engagement – Jacob Frey, Blong Yang
  - a. Neither Councilmember Frey nor Yang were in attendance.
6. Finance Report – Tim Bildsoe
  - a) This month’s finance report does not have many changes from last month’s. The Board is still awaiting CPP reimbursement for the last six months, which is

anticipated to be received in the first quarter of 2018. All bills have paid, but for one outstanding.

7. Secretary's Report

- a. There is no report to present.

8. NLNA Priorities – Committee Reports

- a. Special Presentation from the Minneapolis Police Department - Lieutenant Greg Rinehart

- George is one of the most senior members of the Minneapolis Police Department with 29 years of service on the force. Today, he leads the Department of Business Technology, which deals with the procurement, financing, and vetting of all technological equipment.
- Greg advises that cameras are not a cure-all, but that they do add a layer of safety. There are a few types of surveillance:
  1. Public service cameras, which are usually attached to City infrastructure or assets, like light poles; they allow for permanency of installation because of power availability and can last 5-7 years. They are not constantly monitored, but data is accessible for review. Live events, like the Super Bowl, can also be watched. Each costs about \$7,000 in installation and maintenance.
  2. Mobile cameras are installed on poles, powered by generators, and moved into hot spots where there are crime patterns. Major downside: cameras and snow plows are not compatible, and thus, are taken off streets for 4 months of the year. It costs about \$25,000 for equipment for wireless transmission and physical equipment. By law, the data must be saved for 14 days.
  3. Private cameras, used for businesses, that are connected to a larger system, like SecuroNet, which allows their footage to be available to the Police Department.
- What's the best solution for the North Loop? Likely, a fixed camera for review, as a mobile may not be as effective. Another option is when community groups purchase a camera and add it to the MPD's fleet, as the department has existing power contracts with Xcel and work orders with Public Works in place. In that event, replacement expenses would be those of the owner's, but the City assumes upkeep and annual maintenance and cleaning. For more information, contact Greg directly, as his staff conducts site selection surveys and can help.
- With the increase in assaults, what else, besides cameras, can be done? Greg suggests a beat cop, who walks the neighborhood and develops a rapport with residents and businesses. He suggests having a discussion with precinct commanding officer, Inspector Michael Sullivan and Carla Nielsen, community engagement staff.

- Greg advises against decoy cameras and liabilities; he also mentions that the MPD doesn't police LRT or buses, but stations, trains, and busses do have cameras. He suggests that SecuroNet would likely have information regarding recommended vendors. Shane is a good contact; Dan Collison will help to coordinate.

b. Planning & Zoning

1. Intersection of Plymouth Avenue and West River Parkway – Opus

- a) The site and the 8<sup>th</sup> Avenue right of way are owned currently by the Star Tribune. The site is very contaminated; a couple feet of the contaminated fill have been capped, but preliminary borings revealed that there is about 25-30 feet of garbage on site. There is no TIF money in the project, but there are grants for environmental remediation and contamination cleanup.
- b) The site will feature a new dedicated pedestrian and bike connection from 8<sup>th</sup> Avenue to the parkway; there will also be a striped pedestrian crossing across the parkway, but there will be no vehicular connection from 8<sup>th</sup> to the parkway. There will be new sidewalks around the entire perimeter of the site. The idea is to extend the park to the site and to purposefully promote this green area as public space. Opus is having conversations with the Park Board regarding these features and their implementation.
- c) The proposed three-winged, six-story building will feature a total of 200-225 rental units. The three wings are not intended to look like warehouses, but will be compatible with design in the neighborhood. The façade of each of the three wings will be treated differently; the first will be brick and glass, with the top floor set back; there will be cast stone on the second wing; and the third is a combination of brick, stone, and glass. There will be approximately 12 parallel parking spots for guest and visitors along the new private drive and there will be 275 stalls of below grade parking. There is the potential to contract some of those stalls to other buildings nearby. The drive (surfaces, speed bumps, signage) will be designed to mitigate high speeds and prevent it from being used as a shortcut; parallel parking will slow traffic down as well. Matt, president of the Board at Itasca has expressed concerns about traffic speed and parking. There is also an opportunity for another gateway neighborhood welcome sign on the northwest corner of the site.
- d) Opus and ESG have met with Jacob Frey, David Frank, City staff, Public Works, Itasca residents, and the Star Tribune. The Committee of the Whole meeting is scheduled for next Thursday, followed by meetings with Public Works for Preliminary Development Review. Because the site is located in the St. Anthony Falls Historic District, the development will have to go

before the Heritage Preservation Commission as well. The site has three separate zoning designations: I3, C3A, and R6. The request will be to make the whole project consistent with R6. The City planner should know about the NLNA's involvement in the design of a gateway sign. A traffic study is currently being conducted.

- e) A note in response to the wishes of some Board members for this project to have condos and not apartments. Opus remarks that there has been some progress made with condo legislation, but not enough for the development of such to be as financially feasible as desired. Condos would need to be sold for \$600/foot; rentals can be rented for \$3.00/square foot. The project will feature high end finishes, features, and amenities, and cater to sophisticated renters.
- f) **A motion is made by Tim, seconded by Diane, and unanimously approved by the Board to provide a letter of support for the rezoning request and to request continued engagement with the NLNA during development of the gateway sign.**

2. Dan Collison – 2020 Partners

- a) The 2020 Partners are organizing a listening session with property and business owners in an effort to understand concerns and the demand for a potential business improvement district. The fees for the service would be based on building square footage as well as an additional linear sidewalk fee. A letter has already been sent out to businesses to inform them of the process. Plans are to target a smaller area at first, mostly along Washington Avenue, and then expand. The service could include an ambassador program; its financial modeling would be based on the DID's program. A tiered fee system may be feasible. Services may be able to be subcontracted through DID to leverage existing efficiencies. State statute allows for housing directly adjacent to contributing business to also participate in the program.
- b) On February 12, 2018 from 3:30-5:00 P.M. there will be a meeting at HGA to continue the conversation. The service would not only highlight tactical urbanism and safety, but the perception of such. The potential for this concept will be presented at the annual meeting (Dan may not be in attendance, but someone else will take his place). This would be a distinctly North Loop program, not provided in conjunction with the Downtown Council, but with 2020 Partners.

3. Fred Dawe

- a) A food hall is planned for the vacant corner of 4<sup>th</sup> Street and 5<sup>th</sup> Avenue. This business incubator concept is described as distinct

from Midtown Global Market's approach. Fred highlights the great concept and the building's great design, as well as the NLNA's bike service station nearby and a very nice public green space planned for the site. **A motion is made by Tim, seconded by Mark, and approved unanimously by the Board to write a letter of support for the concept.**

- b) SignMinds presented a request for variance for Amazon's exterior signage on the t3 building. The only issue was concern that other tenants might also want to have large signs; if they did, they would have to submit a separate application and follow the same process. A motion is made by **Mark, seconded by Fritz, and approved unanimously by the Board to write a letter in support of the requested variance to exceed the height maximum requirements designated in a heritage preservation area and for a certificate of appropriateness.**

c) Community Engagement – Scott Woller

1. If anyone has information to share for the newsletter, please e-mail it to Scott.
2. It would cost \$1,000 to show either the movie Frosty or Rudolph (both from Universal Studios); Elf would only cost \$300. Corner Coffee/Corner Church would provide popcorn and hot chocolate. The movie will be shown at 3:00 P.M. on Saturday, December 16. **A motion is made by Tim, seconded by Katie, and approved unanimously by the Board to donate \$500 for the event.**
3. Regarding the annual meeting:
  - a) Scott will design the postcard notice.
  - b) The new police chief, Medaria Arradondo, Mayor-elect Jacob Frey, and the new council members for third and fourth wards are expected to be in attendance. The Super Bowl chair is also invited.
  - c) The elected officials will speak after the neighborhood update; happy hour and music entertainment will be in the lobby. There is capacity for more than 200 guests and the NLNA can bring in outside drink vendors. Be the Match will provide a quote for light hors' devours. Scott will take care of the music; Fritz will take care of giveaways (asked to be value between \$25-50). Outside vendors, government agencies, organizations, and businesses are welcome to have a table, but space is limited (10 tables will be available). First come, first serve; \$100 fee and a giveaway is required. Scott and Andy will help to coordinate.
4. The next neighborhood cleanup will be on Saturday, January 29 at 10:00 A.M. (in preparation for the Super Bowl) at Whole Foods. Hot chocolate will be provided.

5. A television commercial for Verizon was filmed in the neighborhood and the North Loop signs appeared in the background. The marketing agency in charge of the commercial is sending the NLNA a check for \$750 for the use of the signs in the ad.
  6. There have been a few quotes received for the little library; they range between \$300 and \$1,000.
- d) North Loop Website – Diane Merrifield
1. Diane e-mailed the report today.
  2. Only 700 of the visits have originated from states with other North Loops. The average time on the site per user has decreased, but that is likely due to users' growing familiarity with the site. Facebook referrals are still high and direct inquiries are still at a lively place.
  3. \$14,000 has been budgeted and is still available for improvements to the website.
- e) Neighborhood Safety - Phil Ailiff
1. There is no update, as Phil was not present.
- f) Infrastructure - Tim Bildsoe
1. There is nothing new to report regarding infrastructure.
- g) Business - Andy Risvold
1. Joanne Kaufman, former executive director of the Warehouse District Business Association, is leaving the organization. The NLNA has a working relationship with the WDBA and is examining the possibility of a merger of the two organizations. Such a merger (which is just an exploratory concept at present) would require approval from the City; Tim will send out an invitation for the initial meeting during which possible arrangements will be discussed.
  2. **A motion is made by Scott, seconded by Fred, and approved unanimously by the Board to appoint Planning & Zoning Committee member and co-chair, Jackie Peacha, to the Board, in order to fill Jeff Borg's vacated seat.**
- h) Parks and Beautification - Mark Huting
1. Shaffer Richardson met with the Parks and Recreation Board to discuss the sale of the property for the dog park and park dedication fees. Mark also met with Dog Grounds, whose overall interest to continue to maintain the North Loop dog park is pretty low. The suggestion was made that the group become a subgroup of the NLNA; it is comprised solely of volunteers.
  2. Formal hard bids for the Tractor Works connector park came in at \$800,000.
  3. Regarding the 394 gateway project, MNDOT has been working with Jim Brenner. He came up with a great design as part of a \$8,000 contract. The Board will likely need to allocate money to the tower from the plantings budget. The 40-foot-tall sign will require a 6-9 month lead time; it will feature a core-ten steel base with a terraced seating area and an

internal lighting system that will reflect off the metal letters. It will cost approximately \$350,000 total. Bricks with donations and contributors are prohibited, but the NLNA could recognize donors on the website. **A motion is made by Mark, seconded by Fritz, and unanimously approved by the Board to proceed with the construction drawings with MNDOT.**

9. Unfinished Business

i) New Business

1. Annual meeting

Tim asks that everyone send to him any updates on what he/she is working on in preparation for the annual meeting in January.

10. The next meeting will be held on Wednesday, January 24, 2017.

Adjourned at 9:43 P.M.