



**NORTH  
LOOP**  
NEIGHBORHOOD

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**North Loop Neighborhood Association  
Board Meeting Notes  
October 31, 2018  
7:00 P.M.**

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

Attendees: Tim Bildsoe, Diane Merrifield, Fred Dawe, Mark Huting, Scott Woller, and Francesco Parisi.

1. October Board Meeting called to order at 7:25 P.M.
2. **Motion is made by Tim, seconded by Diane, and unanimously approved by the Board to approve the Board meeting agenda with the addition of “Warehouse Business District Association” under Unfinished Business.**
3. **Motion is made by Tim, seconded by Diane, and unanimously approved by the Board to approve the September Meeting minutes with no changes.**
4. Neighborhood Engagement
  - a. Hennepin County Sheriff Rich Stanek advocated for his re-election. Three key areas of focus: Increase Community Participation, Increase Diversity Hiring & Training Initiatives, and Reduce Violent Crime. More information on his campaign is available at [www.sheriffstanek.com](http://www.sheriffstanek.com).
  - b. David Hunter, a 10-year North Loop resident at River Station, has been heading Minneapolis’ Energy Committee for the last two years. The Energy Committee proposed that the City install rooftop solar panels, but the proposal was rejected by the Board. The Energy Committee must now wait until 2020 to re-propose, but in the meantime David wants NLNA to consider spearheading this energy-saving technology. For now, this would mean paying attention to new construction in the area and determining if they have the appropriate framing to support solar panels (concrete/steel frames vs. wood).
  - c. Not in Our City 5k - a fundraiser to stop human trafficking - is happening December 1 at Target Field.
5. Councilmember Engagement – Councilmembers Fletcher & Ellison
  - a. Councilmembers not present.
6. Finance Report – Irina Brown

- a. NLNA has a little over \$15,000 in savings, and a little more than \$26,000 in checking. There is also \$6,000-7,000 in reimbursable expenses to be submitted to the City at year-end.

7. Secretary's Report – Jackie Peacha

- a. Nothing to report.

8. NLNA Priorities – Committee Reports

a. Planning + Zoning – Jackie Peacha

- 1. Committee did not meet this month.
- 2. City licensing coordinator sent Tim information about violations that are occurring in the North Loop. When violations occur, the licensing board will reach out and give NLNA the opportunity to have a say in the outcomes of the violations.
- 3. Dominion Duffey Paper Building development is no longer.

b. Livability and Safety – Daniel Mays

- 1. Some residential buildings are experiencing a high frequency of thefts. This can mostly be attributed to residents letting people they don't know into their buildings, and residents not watching doors close behind them. Business owners are also reporting more theft. It was suggested that NLNA could post "tips on preventing theft" on social media.
- 2. New pedestrian crossing signs have been installed throughout the neighborhood as a result of NLNA's investment.

c. Historic Preservation and Public Art – Mark Huting & Francesco Parisi.

- 1. Historic Preservation signage - Mark will be attending "grant school" to write a grant that covers the costs of the signage.
- 2. Tower Tunnel signage – Commissioned artist will lend one piece of signage for free at a \$2,500 value. The sign will have three-dimensional, superimposed letters, and reflective stainless-steel backing. The artist is requesting a \$1,000 contribution from NLNA to create and install a second piece of signage on the opposite wall that includes a "you are here" map + a guide to get to the North Loop.

**1. Motion is made by Francesco, seconded by Mark, and unanimously approved by the Board to move forward with the Tower Tunnel signage.**

d. Website and Social Media – Diane Merrifield & Jackie Peacha

- 1. Website traffic volume is down, as anticipated. Newsletter subscribers are increasing rapidly – at least one new subscriber each day. Total of 1,223 subscribers. Facebook is still the most visited social media platform.
- 2. New social media guidelines – different platforms must function differently. Facebook's role is to disseminate information, while Instagram's role is to depict lifestyle. Our overarching goal is to communicate why we love the North Loop, what's happening in the North Loop, and connect residents to each other. Images should look professional. Contributors to NLNA's social media accounts should include Board members and volunteers supervised by the Board. It was suggested that the Board set up a digital landing page to store photos and other forms of digital documentation – potentially in Google Drive.

e. Parks and Beautification – Mark Huting & Fred Dawe

1. Discussions continue with Sunrise Bank about planting trees along Washington and laying rhinestone gravel in the back.
  2. Gateway Tower – Artist has designed a glassy concept 10-foot-tall sculpture to face both Washington and 394. “Minneapolis” is written on both sides of the pedestal in stainless steel letters that will be reflective. Installation costs \$47,000 – to be paid for with grant money and/or by a donor. Design needs approval and funds must be obtained before moving forward.
  3. North Loop Pedestrian Park – Two proposals based on funding. The park could be privately funded which risks the development of other spaces on the land, like a restaurant. Or, it could be publicly funded which would give us the freedom to keep it a green space, but we would need to find the necessary funds. Parks & Rec may have funds we can pull from. The pedestrian park is set to start development in the spring.
    1. **Motion is made by Mark, seconded by Diane, and unanimously approved by the Board to move forward with the publicly funded park proposal. Mark will begin discussions with Parks & Rec.**
  4. 212 Lofts Greenway – Green space exists behind 212 Lofts, between the lofts and the parking ramp, as a result of the Fed Reserve moving their building closer to the river. The Fed requested that NLNA propose what they would like to see in that space. Rendering of potential design shows shrubbery and evergreen trees that would line most of the view.
    1. **Motion is made by Mark, seconded by Diane, and unanimously approved by the Board to move forward with the green space design concept and present the plan to the Fed Reserve in partnership with 212.**
  5. Consider paying for a concrete waste can that will deter drivers from turning onto the grass. \$12/month.
    1. **Motion is made by Tim, seconded by Fred, and unanimously approved by the Board to purchase a concrete waste can.**
- f. Community Engagement – Scott Woller
1. North Loop Neighborhood event – A Christmas Story showing on Saturday, December 15<sup>th</sup>. The event will cost about \$450, can likely get sponsorships from businesses.
    1. **Motion is made by Tim, seconded by Mark, and unanimously approved by the Board to move forward with the event and offer \$400 from NLNA funds if sponsorships don't cover the full cost.**
  2. 2019 Annual Meeting
    1. Step & repeat photo wall – costs \$117. Will move forward and purchase.
    2. Hire photographer/videographer to make a video “booth” where people answer one of 3-5 questions about the North Loop. To be made into a picture/video collage for marketing and promotion of the North Loop. Cost is \$500. Will inquire further about details and cost.
    3. Budget for live music is \$500.
    4. Swag item - “Economical” tote bag, 20 in x 9.5 in. Costs \$1,230 for 300 bags with the NLNA logo printed on them. Another option

is to have Love Your Melon create a North Loop hat. Tim will inquire further with LYM.

9. Unfinished Business

a. Warehouse Business District Association

1. WBDA is in transition and they are interested in collaborating and creating an alliance with NLNA. We have the opportunity to meet with them and others from the neighborhood and City to explore their needs and vision for a collaboration.

- 1. Motion is made by Tim, seconded by Scott, and unanimously approved by the Board to move forward into an exploratory phase with the Warehouse Business District Association.**

10. New Business

- a. Consider new Board meeting location - Colonial Warehouse public meeting space. The space would be free to NLNA. Either CW will donate the space, or Dana will pay for all of our 2019 meetings in the space.

- 1. Motion is made by Tim, seconded by Diane, and unanimously approved by the Board to move NLNA meetings to the Colonial Warehouse public meeting space effective January 2019.**

- b. Reschedule January Board meeting to avoid conflicts with the Annual Meeting.

- 1. Motion is made by Tim, seconded by Diane, and unanimously approved by the Board to change the January NLNA Board meeting date to Wednesday, January 23rd. The meeting will be held at Colonial Warehouse at 7pm, after the P+Z Committee meeting.**

11. The next meeting will be held on Wednesday, November 28, 2018.

Adjourned at 9:23 P.M.