



**NORTH
LOOP**
NEIGHBORHOOD

**North Loop Neighborhood Association
Board Meeting Minutes
November 28, 2018
7:00 P.M.**

Heritage Landing Community Room, 415 1st Street North

Attendees: Tim Bildsoe, Diane Merrifield, Mark Huting, Scott Woller, Daniel Mays, Jackie Peacha, Andy Risvold, and Fritz Kroll.

1. November Board Meeting called to order at 7:14 P.M.
2. **Motion is made by Fritz, seconded by Daniel, and unanimously approved by the Board to approve the Board meeting agenda.**
3. **Motion is made by Fritz, seconded by Daniel, and unanimously approved by the Board to approve the October Meeting minutes with no changes.**
4. Neighborhood Engagement
 - a. Dan Collison gave an update on 2020 Partners.
 1. About a year ago, 2020 Partners brought Dan onto their team as Executive Director to lead a new vision for the group. Fast forward to now, 2020 Partners is transitioning into New Loop Partners with pro bono assistance from ICF Olson. The re-branded New Loop Partners envisions themselves as a “neighborhood table”. Their new website launches mid-December.
 2. Some new focuses of the group include underdeveloped spaces like 5th St, the Farmer’s Market, and parking for businesses.
5. Councilmember Engagement – Councilmembers Fletcher & Ellison
 - a. Councilmembers not present.
6. Finance Report – Irina Brown
 - a. \$35,296 in the checking account.
7. Secretary’s Report – Jackie Peacha
 - a. Nothing to report.
8. NLNA Priorities – Committee Reports

- a. Planning + Zoning – Jackie Peacha
 - 1. Planning + Zoning did not meet in November due to the holiday.
Updates provided via email:
 - 1. Demi 212 is moving right along with a planned opening at 212 N 2nd St in late January. Space designed by Shea. Their application and public hearing for a liquor license was yesterday.
 - 2. Mark provided an update on the Park Board’s plans to credit Opus for park dedication fees for creating a connection/walkway to the river in their upcoming development next to the Strib building.
- b. Community Engagement – Scott Woller
 - 1. Scott secured six sponsors for the Christmas movie event. Cost of the event is \$540, which includes popcorn and hot chocolate for attendees. Facebook engagement is high for the event. Scott distributed event posters to Board members.
 - 2. 2019 Community Engagement Plan – handouts available.
 - 1. The plan outlines an e-newsletter schedule and a list of community engagement events that highlights opportunities for volunteers, businesses and sponsors.
 - 2. Events include: Annual Meeting, Candy Grab, Neighborhood Cleanups, Food Truck Fair, Flea Market, National Night Out, and Outdoor Holiday Movie. Some discussion on hosting an “Art” Day instead of a “Chalk” Day.
 - a. Food Truck Fair has the highest profitability because it attracts crowds and sponsors outside of the North Loop. Opportunity for sales of apparel, water, etc.
 - 3. 2019 Annual Meeting Update
 - 1. The Board will convene on December 14th to coordinate logistics – specifically tables and food menu – for the meeting. Crave is Muse’s official caterer. Minimum \$2,000 catering budget.
 - 2. Tim is organizing the raffle basket and has secured trash and MPD. Daniel has secured beer and wine.
 - 3. Tote bags for Annual Meeting swag require 10-day production lead. The bags can be used as a marketing tool for the meeting, “First x people who come get a tote bag.”
 - a. **Motion is made by Scott, seconded by Fritz, and unanimously approved by the Board to produce 300 tote bags in the chocolate base color with screen-printed NLNA logo.**
 - 4. Potential to partner with Love your Melon for swag and have them create hats with the NLNA logo. LYM would sell the hats to NLNA at \$20/hat, then NLNA would sell the hats to neighbors at \$30-40 each. If we decide to produce these hats, we would start with a low quantity ~100. Tim will explore minimum production quantity and pricing before moving forward.
 - 5. Give away Little Free Library at Annual Meeting to a building that will commit to maintaining it? NLNA will install.
- c. Livability and Safety – Daniel Mays
 - 1. Violent crime is trending down 25% year-to-date. Property crime increased a little bit in September but went back down in October. Most of the property crime is theft of vehicles and items on persons. Traffic stop numbers are consistent across the last few months.

2. The presence of food trucks downtown at bar close continues to have a positive impact on lowering late-night crime rates.
 - d. Historic Preservation and Public Art – Mark Huting & Francesco Parisi
 1. Gateway Tower – Mark created an RFP for the Welcome public art monument with budget specifications and recommended materials. Once RFP is complete, will be sent out into the public for bid. Reminder that at the end of the day, MnDOT must approve of the design.
 2. Mock-up historic preservation sign presented to Board. Mark and Pat are applying for a state grant to fund production of the signs.
 - e. Parks and Beautification – Mark Huting & Fred Dawe
 1. No tree planting activity this month.
 2. Pedestrian Plaza - Mark met with Parks and Rec. PR loved the idea, and they are willing to request \$250k from the Park Board in Park Dedication Fees if we can get the property owner to approve a long-term public usage agreement.
 3. 212 Lofts green space – 212 presented the landscape plan to Fed Reserve but no update yet.
 4. Adam Arvidson, Director of Park Land Acquisition, confirmed that the City is purchasing .77 acres on 700 block of 3rd St N. Major fundraising required to build park.
 5. Dog Park – Mark and Fred met with David Zaffran about the park. David will work with Public Works to transfer land to the Park Board.
 - f. Website and Social Media – Diane Merrifield & Jackie Peacha
 1. Website traffic increased a little bit due to interest in Halloween activities. Traffic sits around 5,000 visits/month. New North Loop video produced by neighbor Mike Binkley is up on the website.
 - g. Business Engagement – Andy Risvold
 1. North Loop Lights: Small Business Saturday was super successful. Businesses received lots of traffic and are hoping to make it an annual event.
9. Unfinished Business
- a. Warehouse Business District Association and NLNA Collaboration Project
 1. Tim and WBDA met a few weeks ago to introduce and get to know each other's Associations. They are meeting again on December 3rd to discuss potential and reasoning for a collaboration between NLNA and WBDA.
 - b. The pedestrian crossing signs that have popped up in the neighborhood belong to NLNA. Winter is coming, so we are putting them away to avoid destruction via plows. In the meantime, we will identify additional intersections that need crossing signs and purchase next spring.
10. New Business
- a. No new business.
11. The next meeting will be held on Wednesday, January 23, 2018.

Adjourned at 8:38 P.M.