



**NORTH  
LOOP**  
NEIGHBORHOOD

**North Loop Neighborhood Association  
Board Meeting Notes  
October 28, 2015  
7:00 PM – 8:30 PM  
Heritage Landing, 415 1<sup>st</sup> 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. October Board Meeting called to order at 7:00 PM
- II. **A motion is made (Diane), seconded (Bryan), and approved by the Board to approve the October Board Meeting Agenda.**
- III. **A motion is made (Karen), seconded (Phil), and approved by the Board to approve the September 30, 2015 Board Meeting Minutes.**
- IV. Finance Report
  - Brent emailed the Finance Report to the Board on October 27.
  - At the end of September, the checking balance was \$11,030.79 and the savings balance was \$8,051.93; the Total Other Current Asset balance was \$1300; and the NRP Phase II Allotment was at \$251,626.50 (less \$99,054.67 which is currently frozen).
  - No comments were made or questions were asked about the Finance Report.
  - **A motion is made (DJ), seconded (Bryan), and approved by the Board to approve the September Finance Report.**
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- V. Neighbor Comments
  - Concerned Neighbor from Renaissance on the River: The neighbor reports that on August 13, Renaissance on the River homeowners were “horrified and devastated” to find the row of trees that served as a buffer between their property and the adjacent BNSF railroad tracks was destroyed, and only stumps and a 6’ pile of debris/kindling stretching from The Paxon to the bridge remained; the homeowners are concerned about safety (“a spark flying off the train could have catastrophic results”) and aesthetics/livability/property values; the HOA wrote a letter to BNSF to report their concerns, and the Minneapolis Police Department, Fire Department, and Park Board also contacted BNSF to share their unease; the neighbor reported that she got an email from Amy McBeth with BNSF stating she would have the engineering

department look into the matter, but 2 months have gone by, and that is the only response BNSF has given to any of the parties that contacted them; the neighbor suggests the Neighborhood Association should be aware of the issue, and asked for suggestions for next steps; Karen suggested to continue being the squeaky wheel, but also states that the railroad generally does whatever they want- however they might bend if the number of complaints are maximized; Phil recommends having the homeowners make multiple reports to 311- using the same language each time so the problem is always recorded/complaint is filed in the same way; it is also recommended that the neighbor contact Council Member Goodman for help- as she has experience working with the railroad

## VI. Committee Reports

### A. Marketing and Promotions – Scott Woller

- Scott states he is ready to design the postcard to be sent out for the Annual Meeting if the Board chooses to send a postcard this year

### B. North Loop Businesses – Scott Woller

- Scott has an envelop of North Loop t-shirt proceeds to be deposited; David will make the deposit
- A reminder that North Loop t-shirts are currently for sale at Corner Coffee, DRG, and Alison's Cleaner in the Designers' Guild Building; let Scott know if any other businesses are interested in selling the t-shirts
- David shares that Dario Anselmo reached out regarding the Warehouse District Business Association and the North Loop working together

### C. Website Update – Diane Merrifield

- Diane emailed the North Loop Website Report (September 2015) prior to the Board Meeting.
- The number of website visits dipped from almost 3700 in August to almost 2900 for September, but the average 95 visits a day is "still good volume"
- The Marriott had 35 referrals in September; the Marriott Sales Director contacted Diane to say a sub-website featuring North Loop information will be added to their regular website
- No Google analytics were available from October 8-October 27; Google analytics was dropped, but will be reengaged for November
- Diane distributes a "very rough draft" of the new website format; the new website will include new features included "Stay In the Loop," a photo library, an events calendar, and a link to Facebook; also, the sponsor feed will automatically rotate
- Diane notes that additional sections can be added and all current content will be included
- Bryan asks how the businesses in the directory are identified; Diane states that they generally contact her, but there is not real process; it is suggested that when information about the new website is sent out, businesses should be asked to update their information

- David asks if the Board could see a demonstration at the November Board Meeting; Diane thinks it is possible and will find out for sure
- Diane has been talking to Brent about creating a forum for North Loop Businesses and a link to the Warehouse District Business Association; Brent is creating content for this section

#### D. Planning + Zoning – DJ Heinle and Dave Decker

- 121 and 125 Washington (Sex World Building), Michael Roeher and Chris Schmitt: While this property is not actually located in the North Loop, it faces the neighborhood, so the Committee would like to provide a letter of recommendation for the work being proposed; the plan is for Sex World to move off of Washington, back to 2<sup>nd</sup> Avenue and new retail and office space would be located along Washington; the Owner will provide Sex World with a 20 year land lease; a good concept is in place- the bones of the building are reported to be in good shape, and some good aesthetic improvements are being proposed; the Committee has some concerns about the condition of the streetscape including greening at the pedestrian level and lighting since the prominent corner will only be internally lit; **A motion is made (Dave), seconded (Bryan), and approved by the Board to write a letter of support contingent on the following recommendations: 1) corner retail lessee is to use the window as a window allowing internal light to spill out to the exterior of the building to increase corner safety at night, and 2) to include as much greenery as possible**; Scott asks about a project timetable- Dave states they are looking to close yet this month (October), and added the architects believe they are 90% of the way there with an anticipated 6 month build-out
- Minneapolis Park & Recreation Board, Tyler Peterson: Tyler talked about Design Week, and shared the preferred concept of multiple satellite parks rather than one large park.
- Solar Garden Program, Bryan Hollaway: Bryan gave a solar garden presentation to the Committee; Bryan will distribute the information presented to the Board via email.
- DJ and Dave have been asked to put together some thoughts for the viaduct sidewalk; some sort of design will be presented in the future
- Last month, the P+Z Committee discussed the traffic issue on 10<sup>th</sup> Avenue from 2<sup>nd</sup> to Washington as a result of the parking ramp congestion; parking and traffic observation will begin on October 28 to review

#### E. Livability – Traffic Improvement Update

- Bob Byers with Hennepin County will attend the November Board Meeting to discuss the traffic/pedestrian before and after analysis as a result of the recent improvements; analysis is currently underway- next steps will be then be considered

#### F. Livability – Greening & Lighting Update – Fritz Kroll

- The tree beds along 1<sup>st</sup> Street have been cleaned up; nothing more will be done until spring other than figuring out whether it would be better to stake trees this fall or in the spring

- Fritz learned watering was provided by the DID three different times over the summer
- **A motion is made (Fritz), seconded (Bryan), and approved by the Board to write a letter of recommendation in response to the current 6<sup>th</sup> Avenue Reconstruction Plan suggesting the following: 1) bury power lines, 2) plant trees at Sunrise Bank and Black Sheep Pizza (the Board could provide some funding for the trees), and 3) add a stop sign for 6<sup>th</sup> Avenue traffic**

G. Livability – NL Park Update – Karen Lee Rosar

- Karen reports that Design Week was well-attended; they met with Council Members to share thoughts and the vision that was developed
- It was suggested that a timeline for the park(s) could be 5, 10, or 15 years; folks were NOT happy about this response
- It was discussed that park dedication fees go to a general fund and are used as “float money” until the fees are dedicated
- Karen comments that they will continue to respectfully push the Park Board

H. Safety and Livability – Phil Ailiff

- Phil shares that Halloween Safety tips will be sent out with reminders about pedestrians, motorists, routes, children, and the importance of making yourself “seen”
- Phil asks if any of the Board Member (or neighbors) are aware of a building in the North Loop having a Halloween Party for children on Halloween night, please let the Minneapolis Police Department know so they can stop by (please contact the Police Department directly)
- DID has contracted with Responsible Hospitality Institute to work to make the Warehouse District more hospitable; areas of focus include entertainment, sidewalks, public safety, venue safety, etc.
- Phil reports that Mackenzie Turner will be attending the November Board Meeting to discuss crosswalk standardization; she is requesting 15-20 minutes
- The next Pedestrian Advisory Committee Meeting planned for Wednesday, November 4 from 4-6 PM in Room 333 of City Hall.
- Next Court Watch is scheduled for Friday, November 13 at 10 AM at the Main Library.
- The next Block Club meeting is scheduled for Thursday, November 19 at 6 PM at Dunn Bros on Washington.
- Phil reminds everyone that when the weather getting colder, there is an increase in theft from motor vehicles. The Police Department will be sending out a reminder to let everyone know to put their junk in their trunks.

I. Sustainability/Community Garden – Bryan Hollaway

- Bryan reports that NRG is now selling subscriptions to community solar gardens; Bryan will look into this more and is available for presentations
- Bryan attended the last Park Board Meeting to provide information; no red flags reported, will keep moving forward; will be meeting with the President of the 710 Lofts HOA soon

## VII. OLD BUSINESS

- A. Revolving Loan Fund Update – J.R. Maddox
  - No update this month.
- B. Farmers Market Advisory Group Update – Karen Lee Rosar
  - No meeting this month.
  - The RFP for consulting help for the Farmers' Market was distributed; 3 proposals were received; the evaluation panel meets next week
- C. 2020 Partners Update – Karen Lee Rosar
  - A meeting is scheduled for November.
- D. DNG Update –
  - A meeting is scheduled for November.

## VIII. NEW BUSINESS

- By-laws: David reports that the by-laws need to be updated so they can be posted on the new website; they have not been updated since 2003 or 2004; David asks for a couple of volunteers to read through and refresh; DJ and Bryan volunteer- David will email them the current version; also, the Board needs to understand what it takes to modify the by-laws- DJ and Bryan will review the information included in the by-laws
- North Loop Family Representative: DJ states that at the October Planning + Zoning Meeting, Alice Eichholz suggested someone from the Board could possibly represent the Neighborhood Association at the North Loop Family events.
- Annual Meeting Planning: The following items were discussed for the Annual Meeting to take place on Wednesday, January 27:
  - The regular business meeting will take place from 6:15 PM - 6:45 PM, there will be a brief intermission, and the food and drink, presentations, and elections will begin at 7:00 PM
  - The idea of having a “resident information fair” in an atrium space was discussed; neighborhood-specific organizations could have a table or booth set up; North Loop t-shirts could be sold
  - Postcards will be sent again; postcards will include both Annual Meeting and new website information; let Scott know if there is anything else that should be included on the postcard; it is noted that postage for the postcards will cost approximately \$1700, addresses will cost \$200, and there will also be a cost for postcard design.
  - Potential locations include Be the Match, Modist Brewery, HGA, Aria, and Target Field. David will reach out to learn about availability, related costs, and what is allowed in terms of food and beverages. Food and beverages will be discussed further at the November Board Meeting. Staffing and security costs are anticipated.
  - Scott will seek contributions from his contacts and asks other Board Members to do the same for give aways.

- The following Board Members' seats are up for election: Phil Ailiff, David Decker, Diane Merrifield, Brent Nelson, Karen Lee Rosar, and Scott Woller. Please let David know if you are interested in running again; the League of Women's Voters will be asked to count ballots again.
- David reads the list of potential speakers and asks if anyone else should be included.

Meeting adjourned at 8:15 PM.

# North Loop Website Report (September 2015)

Analytics

Source: Google

Summary	2014	2015											
	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Total Site Visits/Sessions</b>	1,567	2,736	2,302	2,987	2,955	3,675	3,660	2,805	3,678	2,878			
<b>Visits per Day</b>	50.54	88.26	82.21	96.35	98.50	118.55	122.00	90.48	118.65	95.93			
<b>Unique Visitors</b>	1,198	2,051	1,802	2,311	2,239	2,932	2,980	2,170	2,854	2,235			
<b>Pageviews</b>	5,900	10,458	8,088	10,581	9,473	9,755	10,364	9,447	10,525	8,475			
<b>Pages per Visit</b>	3.77	3.82	3.51	3.41	3.21	2.56	2.83	3.37	2.79	2.94			
<b>Duration (minutes)</b>	N/A	3:11	2:41	2:39	2.16	2.02	2.04	2.20	2.10	2.03			
<b>Bounce Rate</b>	45.05%	46.42%	48.39%	47.65%	54.74%	59.75%	59.78%	55.45%	55.67%	54.83%			
<b>% New Visitors</b>	72.37%	69.04%	71.50%	72.38%	73.23	76.02	76.15%	75.32%	72.53%	70.78%			

**Visitor Flow:** Most come via the Home Page (common pages include Directory, About the North Loop, About NLNA, Board Minutes/agendas)

Geography - US	2014	2015												
	(Percent)	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Minnesota</b>	81.10	78.36	73.37	70.29	72.32	61.57	66.14	70.95	77.21	74.22				
<b>Minneapolis</b>	48.12	52.30	44.70	45.93	45.55	35.05	38.98	45.65	47.38	48.44				
<b>St. Paul</b>	4.02	4.06	5.21	4.60	3.42	4.30	4.28	3.82	4.55	3.70				
<b>Suburbs/Outstate</b>	26.99	22.00	23.46	19.76	23.35	21.22	22.88	21.48	25.28	22.07				

Device	2014	2015												
	(Percent)	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Desktop</b>	73.58	69.81	64.81	67.46	70.64	68.90	72.43	71.26	57.97	64.35				
<b>Mobile</b>	16.21	21.75	26.41	24.91	21.80	24.54	20.85	22.26	32.65	27.76				
<b>Tablet</b>	10.21	8.44	8.77	7.63	7.56	6.58	6.72	6.48	9.38	7.89				

Traffic Source	2014	2015												
	(Percent)	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Organic search (search engines)</b>	66.50	72.55	76.02	73.22	69.68	60.07	56.26	72.34	72.89	66.02				
<b>Direct to Northloop.org</b>	24.63	17.51	17.81	18.51	19.83	32.90	33.28	18.50	20.01	22.86				
<b>Referral from other site*</b>	8.23	8.19	5.26	6.36	9.71	6.01	9.97	8.70	6.31	10.22				
<b>Social media**</b>	.64	1.75	.91	1.90	.77	.40	.49	.46	.78	.90				

\* Top referral sources included Visit-TwinCities (36), Marriott (35), UrbanMSP (32), Heritage Landing (20), Wikipedia (10) Be the Match (7)

\*\* Social media sources were Facebook (24), Twitter (1), InterPals (1)

28 Contact Us website inquiries and [info@northloop.org](mailto:info@northloop.org) emails

6 new subscribers (1 unsubscribe).

Note: Spam traffic declined further in September (<100); no adjustments made. Shaded numbers from past months reflect adjustments for spam.