



**North Loop Neighborhood Association
Board Meeting Notes
November 19, 2014
7:00 PM – 8:30 PM
Heritage Landing, 415 1st Street North**

Attendees: Philip Ailiff, Dave Decker, David Frank, Fritz Kroll,
Diane Merrifield, Brent Nelson, Karen Lee Rosar

Absent: DJ Heinle, JR Maddox, Adam Schiff, Scott Woller

- I. November Board Meeting called to order at 7:00 PM
- II. November Board Meeting Agenda Approved
- III. October 29, 2014 Board Meeting Minutes Approved
- IV. Council Member Presentation – Council Member Jacob Frey
 - Council Member Frey suggests checking out Spoon & Stable (when you can get in) – “its delicious”
 - Karen Rosar suggests it is very important to support the Farmer’s Market even though it is located in a different ward, stating that the North Loop Neighborhood cares a lot about the initiative; Frey agrees that support of the Farmer’s Market is critical; Frey continues by describing the Farmers Market as part of a larger conversation related to the “West Loop” – the West Loop is more industry and less people at this time, so the area is next on the docket for planners and developers
 - Frey reports about 80% of the development in the City is happening in the 3rd Ward currently
 - David Frank states that he sent a note to City Public Works reporting the NLNA’s priority for getting a signal installed at the intersection of 8th and Washington- which is a county road; Frank also shares that Commissioner Higgins has been telling County Public Works staff that efforts need to be made at this intersection as well; this is a good sign if both County Commissioners and City Council Members are both supportive
- V. Finance Report
 - No finance to report this month
 - The Board needs to elect a new Treasurer in January, or a current Board Member needs to step forward to fill the position
 - Dave Decker asks if a description of the role could be provided; David Frank suggests the role includes tracking about ten transactions per month, working

with the accountant to get a monthly report created, and managing draws for CPP funds

VI. Neighbor Comments

- Jasmine, interested neighbor: Jasmine comments that she was interested to hear what Council Member Frey had to say – reminds her of “Super Bowl prep time in Indy”; wonders if there could be too much development in the neighborhood; Dave Decker states the Dayton brothers just commented that the North Loop is lucky that unique shops and businesses are popping up rather than big box establishments; Fritz Kroll comments that he is shocked there’s still not too much housing

VII. Committee Reports

A. Marketing and Promotions – Scott Woller

- No update

B. North Loop Business Association – Brent Nelson

- Brent Nelson spoke with Joanne last week; they still want the North Loop to be part of the branding/marketing effort

C. Website Update – Diane Merrifield

- Diane Merrifield distributes the North Loop Website Report (December 2013-October 2014) included at the end of the meeting minutes; Diane reports 3338 visits in October and that the increase may be due to the recent Explore the North Loop event; Karen Rosar states that there are over 700 likes on Facebook, 179 of the web visits are through Facebook; also, Rick Kupchella of Bring Me the News did a story on Main Street and included a link to the North Loop website; 12 “contact us” inquiries came in October; Diane found that info@northloop.org was a dead site so she reactivated it, and emails will now come to Diane and cost \$5/month; Fast Company contacted the North Loop to do a piece, requested photos and a map, but it seems no good map exists; Fritz Kroll suggests he has a decent map he can share; Diane suggests a photo portfolio gets created, Dave Decker volunteered to start a North Loop Minneapolis Instagram; Fritz reports that Space Crafting is moving to the neighborhood and that “they are the best, have a lot of stock photography, they’d be perfect”

D. Planning & Zoning – Dave Decker

- Lock Up Self Storage: to be located at 10th & 7th across from Wells Fargo; currently dried-in and heated; approximately 100,000 SF; asking for input on design- trying to fit into neighborhood with window art; please let Dave know if you have any opinions
- Jackson Building (former IPR Building): located at 3rd and Washington; plans for a 120-room boutique hotel; basement to have hotel amenities and restaurant; first floor to have bar and community space; currently going through the historic process; 12-14 month build out scheduled to begin in April; **A motion was made and approved to provide a letter of support for the plans for the hotel**

- Former Sound Bar: located at 400 Third Avenue North; space being leased by Jim Carlson with plans for an island-themed bar and lounge with Latin music and salsa dancing; target market will be different than that of the Sound Bar; will work with police regarding security; Planning + Zoning suggested Carlson speak with Phil Ailiff as well
- New Committee Members: **A motion was made and approved to make Sydney Anderson and Neil Reardon new P+Z Committee Members.** Anderson lives and works in the neighborhood, and Reardon works at Urban Works.
- Question RE: building under construction behind Fulton Brewery: At the last Board Meeting, someone asked why construction has stopped on the building behind Fulton Brewery. Construction stopped due to a foundation issue, and that is all that is being reported at this time.

G. Livability – Greening & Lighting Update – Fritz Kroll

- Fritz Kroll reports there are no additional updates for the year; “We’ll try again in the spring.”
- David Frank suggests the banners are not looking great anymore and that perhaps they’re no longer needed now that the North Loop has its own identity; Franks asks if the banners should be taken down; Brent Nelson volunteers to start initiative to get them replaced

H. Livability - North Loop Park Initiative – Karen Lee Rosar

- No update

I. Safety and Livability – Phil Ailiff

- Last Wednesday’s meeting was not well-attended; larceny numbers are up-discussion focused on ways to reduce numbers; activity seems to be concentrated around The Loop and 10th & Curry; a lot of iPhones are being stolen (“apple picking”); also discussed Safety and Livability categories for the North Loop website:
 1. Personal Safety
 2. Crime Trends including maps
 3. Special Alerts
 4. Announcements
- A new campaign is under way: “Look, Then Lock” to prevent crimes of opportunity; theft from automobile is still a big problem
- Diane Merrifield reports the car and phone theft notice was moved on the website so it was not so prominent and suggests an alert to this section of the website would be good
- Security tips for the holidays to come early December
- Heidi Johnston is now running for 1st Precinct (Court Watch); Phil met her-reports Heidi is “very committed to the community”
- Next Pedestrian Advisory Committee Meeting planned for Wednesday, December 3 from 4-6 PM in Room 333 of City Hall; crosswalks will be discussed

- J. Minneapolis Downtown Families Update – Adam Schiff
- Next meeting is December 2
 - A Winter Kids’ Ball is being planned for January 24 from 3-6 PM at Greco
 - The Journal approached Minneapolis Downtown Families to do a story
 - A Saturday or Sunday afternoon happy hour for families at The Carlisle is in the works; might turn out to be a monthly event
 - Karen Lee Rosar asks if a contribution for the Kids’ Ball is needed; Adam was not sure yet

VIII. OLD BUSINESS

- A. Revolving Loan Fund Update – J.R. Maddox
- No update
- B. Farmers Market Advisory Group Update – Karen Lee Rosar
- Karen Rosar reports that Public Works staff is in talks with the developer to create a connection between the Royalston Station transit stop and the Farmers Market and suggests it's a good sign that it is on their radar
 - Nicollet Mall Plans are progressing
- C. 2020 Partners Update – Karen Lee Rosar
- The December meeting was cancelled; the next meeting will be January 27
- D. DNG Update –
- Meeting planning is in process

IX. NEW BUSINESS

- Annual Board Meeting to be held January 28, 2015:
 - David Frank asks if the Board wants to spend approximately \$1500 on postcards; Adam asks if the return on investment is understood; David answers by stating we do not know, but there are other benefits including visibility for volunteer opportunities, website information, key contact information, etc.; Fritz suggests the postcards could offer a lot of value with all the new residents; Diane asks where the addresses come from- the Board pays about \$300 for the list of addresses; Scott has done the graphics for free in the past; printing and bulk mailing to all residential and commercial addresses costs about \$1300; the Board approved investing in the postcards
 - The Board discusses the potential location; the Board discusses and determines Aria is well-known and easily accessible; David Frank will check with Aria; HGA and Target Field will be backup locations if Aria is not available
 - David Frank will look at whose terms will be up and will send an email with the information

Meeting adjourned at 8:00 PM.