



**NORTH  
LOOP**  
NEIGHBORHOOD

**North Loop Neighborhood Association  
Board Meeting Notes  
March 25, 2015  
7:00 PM – 8:30 PM  
Paxon Apartments, 360 1<sup>st</sup> St N**

**Attendees:** Philip Ailiff, Dave Decker, David Frank, DJ Heinle, Bryan Hollaway  
Fritz Kroll, Diane Merrifield, Karen Lee Rosar, Scott Woller

**Absent:** JR Maddox, Brent Nelson

- I. March Board Meeting called to order at 7:00 PM
- II. **A motion is made (Fritz), seconded (DJ), and approved by the Board to approve the March Board Meeting Agenda.**
- III. **A motion is made (Bryan), seconded (Fritz), and approved by the Board to approve the February 25, 2015 Board Meeting Minutes with one correction requested by Karen:** A motion was made (Karen), seconded (Diane), and approved by the Board to contribute \$3000 (rather than \$2000) to 2020 Partners again in 2015.
- IV. Council Member Presentation – Council Member Jacob Frey
  - A design architect was selected for the commons in front of the stadium; 3 concepts will be presented on April 8 at Mill City Museum; fundraising in on track; a 501(c)3 has been set up for operations and maintenance
  - Minneapolis was selected for the next major league soccer team – the Minnesota United Loons; Council Member states the news is “a testament to the activity and vibrancy of the North Loop”
  - Efforts underway to fully connect the riverfront on both sides of the river; Graco has been a problem- previously promised to provide the City with an easement in exchange for TIF funding – more work to be done
  - Lots of investment and progress made around the new school
  - A Dock Street Flats resident asks the Council Member about the railroad traffic and the ethanol being transported through the neighborhood; Council Member Frey states that efforts are being made to prevent this type of traffic; unfortunately, the railroad does not answer to the City or the State; the County purchased land to the southwest to try to divert the traffic; Council Member is doing what he can to keep oil from being transported through the neighborhood; State Representative Raymond Dehn suggested signing up for the newsletter to keep in the loop – “constituents need to come together to speak up and oppose the issue”

V. Finance Report

- No Finance Report this month. **A motion is made (Diane), seconded (Bryan), and approved by the Board making Brent Nelson the new Treasurer.**

VI. Neighbor Comments

- Bob Byers, Hennepin County RE: Washington Avenue Improvements:
  - Bob Byers describes tweaks made to the Washington Avenue conceptual improvement plan based on comments from the community; Bob describes the effort as a painting/restriping project at this point
  - Many of the 20+ neighbors that attended the meeting shared their concerns: while conditions are improved for bicyclists, they are not made any better for pedestrians; the amount of parking to be reduced could cause problems for businesses; a crosswalk is most-needed at 8<sup>th</sup> and Washington; pedestrian and traffic counts should consider more than just metrics- the other pedestrian improvements suggested are beneficial for residents, business owners, and neighborhood visitors alike; traffic studies done even 2 years ago are out-of-date
  - Bob responded to the neighbors comments and suggested the County is open to additional improvements including crosswalks, curbs, and medians in the future, but they do not currently have the means to make these types of improvements; the 3 lanes will be safer than 4 because it removes ambiguity for users; the County has to do their own study to determine what intersections (if any) most-warrant a crosswalk (light)- State laws dictate requirements; new pedestrian-related studies are coming soon; Bob reminds the attendees that, for now, this is just a restriping/paint project
  - Neighbors and business owners want to know: Where is our voice? Where can we go to hear from the City and County? How can we get updates?
  - It is determined that another meeting will be held to answer these questions and further discuss the issues and concerns above. David will ask Brent /Business Association to get this group together to further the discussion.
- Raymond Dehn, State Representative:
  - Representative Dehn reports that Committee deadlines are coming up; transportation, education, tax structure, and health care are the big issues; “lots to happen in April”

VII. Committee Reports

A. Marketing and Promotions – Scott Woller

- The 4<sup>th</sup> Annual North Loop Candy Grab is scheduled for Saturday, April 4 at 9:30 AM at the North Loop Playground. Last year approximately 200 kids and parents participated.
- The North Loop Earth Day Clean Up will take place on April 25. The goal is to have 250 people clean for one hour.
- If anyone has an event they'd like to promote, let Scott know.

- A reminder that the “Welcome to the Neighborhood” bags will be distributed again.

B. North Loop Business Association – Brent Nelson

- No update this month.

C. Website Update – Diane Merrifield

- Diane emailed the North Loop Website Report (February 2015) prior to the Board Meeting.
- Diane reports the number of visits in February was lower than January, and suggests it might be due to February only having 28 days.
- Diane encourages meeting attendees to log on to view public notices and community events, to shoot her a note through “Contact Us” to get added to the directory (which is the most-viewed portion of the website) and to ask any questions. (If Diane doesn’t know the answer, she’ll know who to ask.)

D. Planning & Zoning – Dave Decker and DJ Heinle

- Beacon Interfaith Housing at Great River Housing: A 5-6 story building was presented to include 72 affordable housing units, community and dining space, 2500 sf of retail space for resident employment, and 1 level of underground parking that requires addressing the current Basset Creek culvert system; **A motion is made (DJ), seconded (Bryan), and approved by the Board to support the project team’s request for support to move ahead with a funding request and fundraising efforts.**
- CenterPoint Energy Construction Project: The construction project will be ongoing throughout the spring, summer, and early fall. Road closures and detours will occur. Visit CenterPoint’s construction website at [www.centerpointenergy.com/construction](http://www.centerpointenergy.com/construction) to sign up for updates.
- Greco Development at 729 Washington Ave: grant requests are complete; 10 stories; 150-160 units planned; 10,000 SF of retail to include a restaurant; urban families are target market; modern warehouse aesthetic; HPC process currently underway; P+Z requested they reconsider the parking structure
- 620 Olson Memorial Highway: DJR Architecture, Inc. presented the renovation of the 60,000 SF former Velocity Express building. The renovation will include storefront enhancements, parking improvements, and individual business tenants access and awnings. ; **A motion is made (DJ), seconded (Bryan), and approved by the Board to support the planned redevelopment as presented.**
- Self Storage at 701 N. 7<sup>th</sup> St: The team returned to P+Z to review the revised façade, reduced building height and size of signage, and increased glazing and retail tenant space.; **A motion is made (DJ), seconded (Fritz), and approved by the Board to approve and support the planned development as presented.**

G. Livability – Greening & Lighting Update – Fritz Kroll

- No update. Fritz comments that the Paxon building “looks great.”

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

- No update.

I. Safety and Livability – Phil Ailiff

- The next Block Club Meeting is scheduled for April 16 at 6 PM at the North Loop Dunn Bros. Phil would love to see some of folks that shared their concerns earlier in the meeting attend this meeting.
- The next Pedestrian Advisory Committee Meeting planned for Wednesday, April 1 from 4-6 PM in Room 333 of City Hall.
- The next 1<sup>st</sup> Precinct Court Watch is scheduled for Friday, April 10 at 10 AM at the Main Library. The goal is to monitor downtown’s chronic offenders.
- Phil suggests that all of these meetings are good for anyone interested in downtown/neighborhood safety.

VIII. OLD BUSINESS

A. Sustainability/Community Garden – Bryan Hollaway

- First meeting scheduled for Thursday, March 26 at 7 PM at 222 Hennepin Apartments. Topics will include interest in community gardens, composting for multifamily properties, and small-scale solar gardens.

B. Revolving Loan Fund Update – J.R. Maddox

- No update this month.

C. Farmers Market Advisory Group Update – Karen Lee Rosar

- A detailed discussion of the market relocation to take place in early April.

D. 2020 Partners Update – Karen Lee Rosar

- 2020 Partners met on Tuesday, March 24. Nick Koch with HGA is the new chair- “he’s been there since early on, he’ll do great.”
- The soccer expansion announcement was made – lots of work to be done in terms of a plan for a new soccer park and vision for bigger picture. This may be the anchor/catalyst to promote the grid reconfiguration.
- A list of events for Target Field Station is available at [twinsbaseball.com](http://twinsbaseball.com); still looking for additional programming ideas.
- The SW LRT is looking stronger every day and continues to move up in priority.
- Urban Works presented a vision for the West Loop transformation (unofficial name); will present to P+Z and the NL Board in the future.

E. DNG Update – Karen Lee Rosar/DJ Heinle

- No meeting, and therefore no update this month.

IX. NEW BUSINESS

- Land Use & Planning for St. Anthony West: a neighbor reports a Farmer's Market starting up in May as well as a future request for support to bury power lines
- National Night Out: Sue Jahn is happy to report new senior volunteers participating in National Night Out this year
- THE BOARD RETREAT IS SCHEDULED FOR THURSDAY, MAY 7 IN THE AFTERNOON. MORE DETAILS TO COME.

Meeting adjourned at 8:30 PM.

## North Loop Website Report (January 2015)

Source: Google Analytics

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										
<b>Visits per Day</b>	50.54	88.26	82.21										
<b>Unique Visitors</b>	1,198	2,051	1,802										
<b>Pageviews</b>	5,900	10,458	8,088										
<b>Pages per Visit</b>	3.77	3.82	3.51										
<b>Duration (minutes)</b>	N/A	3:11	2.41										
<b>Bounce Rate</b>	45.05%	46.42%	48.39%										
<b>% New Visitors</b>	72.37%	69.04%	71.50%										

**Visitor Flow:** Most visitors come via the Home Page (common pages visited include Directory, About Us, NL-Kids, Stay in the Loop, About the North Loop)

Geography	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											
<b>Minneapolis</b>	48.12	52.30	44.70											
<b>St. Paul</b>	4.02	4.06	5.21											
<b>Suburbs/Outstate</b>	26.99	22.00	23.46											

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											
<b>Mobile</b>	16.21	21.75	26.41											
<b>Tablet</b>	10.21	8.44	8.77											

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											
<b>Direct to Northloop.org</b>	24.63	17.51	17.81											
<b>Referral from other site*</b>	8.23	8.19	5.26											
<b>Social media**</b>	.64	1.75	.91											

\* Top referral sources included Heritage Landing, Visit-TwinCities, Marriott, nrp.org, Wikipedia.

\*\* Top social media source was Facebook (18 of 21).

32 January Contact Us inquiries and [info@northloop.org](mailto:info@northloop.org) emails. Plus 8 new subscribers (2 unsubscribe).