



**North Loop Neighborhood Association
Board Meeting Notes
March 26, 2014
7:00 PM – 8:30 PM
Heritage Landing, 415 1st Street North**

Attendees: Philip Ailiff, David Frank, DJ Heinle, Fritz Kroll, JR Maddox, Diane Merrifield, Brent Nelson, Karen Lee Rosar, Adam Schiff, Scott Woller

Absent: Mike Faulk

- I. March Board Meeting called to order at 7:00 PM
- II. March Board Meeting Agenda Approved
- III. February 26, 2014 Board Meeting Minutes Approved
- IV. Finance Report – David Frank for Mike Faulk
 - February financials are not yet ready to be reported; Mike to send out to Board next week
- V. Neighbor Comments
 - Tim Schwarz attended Board Meeting to discuss potential polling locations; 514 Studios (near Corner Coffee) has been selected as one location, and Tim has been working with the Council Member to determine where the boundary “split” should take place and “where the other half go”; the Board suggests Heritage Landing, the Star Tribune Building, Else Warehouse, Standard Heating, Myriad Hotel, Aria, and Trocadero, but comments that none of these locations have great parking; after some discussion, the Board decides Heritage Landing is the best option as it has worked well in the past; Tim will check with Heritage Landing to see if they will host; Standard Heating is the second option if Heritage Landing says “no”
- VI. Council Member Presentation – Jacob Frey
 - A. What’s happening in (and near) the North Loop:
 - Funding was approved through DEED to rehabilitate The Cameron Transfer and Storage Company Building at 756 North Fourth Street into affordable housing
 - Dock Street Flats apartment building at 337 Washing Avenue North has opened
 - Additional development is being planned along Dock Street

- Still working on funding for the Nicollet Avenue renovation; \$25 million needed from legislature and \$25 million is needed from businesses
- Planning is underway for Ryan Companies' Downtown East mixed-use development and urban park/plaza
- Dominion is moving forward with plans to renovate the Pillsbury A Mill into affordable housing for artists

B. Initiatives

- Ride Share effort – cell phone app's such as Lyft and UberX are now available in which a rider can view drivers in the area for a pick-up, view a recommended fee for the trip, and rate the driver; these types of options make it possible for folks to get rid of their cars in urban neighborhoods
- 60/40 Law Revision – the 60/40 Law requires at least 60% of sales in restaurants to be food (leaving 40% for maximum alcohol sales); the Law requires some revisions because, for example, by the time a person orders one burger and two beers there is a violation; Council Member Frey suggests the law is archaic and reports a request for change in the near future
- Ear plugs – Council Member Frey reports a 100% increase in hearing loss from one generation to the next due to headphones and loud music at clubs; 3M, Miracle Ear, and Locally Grown/Globally Known are partnering with the City of Minneapolis to hand out free ear plugs at concerts and event venues; the only rules for the venues ear plugs will be handed out is that the venue can not throw them out and they must be free

C. Questions for the Council Member

- Karen Lee Rosar states that residents have been asking about stoplights on Washington Avenue; Rosar reports 13 stoplights between Hennepin and 35W (a 1 mile stretch) and only 7 stop lights between Hennepin and 10th (just under a mile-long stretch); Council Member Frey is currently reviewing this with Public Works and suggests all concerned residents call 311 and use the same language regarding the issue to it gets filed repeatedly the same way
- North Loop Resident shares her three concerns:
 - She hopes the City does not sell land to a developer named Bill McGuire with plans for a soccer field complex, Council Member Frey has not heard much about this
 - She is disappointed that Mayor Rybak stated property taxes wouldn't be increasing and they have; JR Maddox adds that home values change with the market, there was a pretty big jump, and residents have been making similar comments
 - She would like City offices to give more notice when Center Point and Time Warner, for example, are going to be creating inconveniences in the neighborhood - "If the City wants people to walk and bike, they need to make sure its safe"; Karen Lee Rosar adds that pipeline work on 2nd Avenue will be starting in April and 5th-10th Avenues will be done in May/ Center Point wants to come to an upcoming NLNA Board Meeting to discuss/ residents can sign up on website for project updates; Karen also reminds the group that infrastructure wears out and needs to be replaced

VII. Committee Reports

A. Marketing and Promotions – Scott Woller

- Prepare & Protect Event to discuss how to designate a Guardian for your child; event to take place on Saturday, April 26, 2014 from 6-7:30 PM at Corner Church; presented by Brightpeak (not a North Loop-sponsored event)
- North Loop Earth Day Neighborhood Cleanup on Saturday, April 26; press release in the works; encouraging individuals and buildings to participate
- North Loop Neighborhood Candy Grab on Saturday, April 19 at the North Loop Neighborhood Park; Car2Go is a new sponsor
- Transit Center Grand Opening and Target Field Station Ribbon Cutting to take place on Saturday, May 17; KTWIN putting together bands and entertainment; the big screen has been installed and testing is scheduled for the middle of April; Scott asks if the Board is interested in any presence at the event

B. North Loop Business Association – Brent Nelson

- Brent met with Joanne Kaufman, Executive Director of the Minneapolis Warehouse District, to discuss the potential for partnering on the District's map and directory (the most picked-up pamphlet at the airport); partnering would create an opportunity to leverage resources, lists of contacts, etc.; Fritz Kroll states that the distribution of this piece fantastic and would be a powerful means of attracting people to the neighborhood; the Board wants to be supportive neighbors, believes businesses could benefit, but wants to maintain a clear delineation; the Board questions if the NL businesses that already participate are doing it for the right reasons; Brent will further investigate what participation means

C. Website Update – Diane Merrifield

- Website updates coming in "fast and furious"
- The Safety page is more or less a blog and needs to be restructured
- A Google calendar is in the works to incorporate all events; Brent suggests including links for more event info
- Currently six verbal commitments for add space; Fritz believes ten businesses are on board; Karen suggests talking to the Twins
- Diane suggests cutting a deal for the Minnesota Center for Book Arts because they are a non-profit; the Board determines they will be charged \$250 (compared to the \$500 for-profit fee)

D. Planning & Zoning – DJ Heinle

- No P+Z Meeting last week, but DJ reports on the following:
 - ✓ SWLRT Advisory Committee Meeting – alternative study was presented; costs of the two options were interestingly similar; next meeting to be held Thursday, March 27 – a recommendation will be made, sounds like the shallow tunnel option will be selected
 - ✓ Ann Calvert provided an update for the Heritage Action Preservation Fund; 50% is currently allocated, all groups moving forward

- ✓ Akquracy Development (redeveloping the Container Building) plans to attend the P+Z Meeting next month; DJ met with them recently and learned the building will be filled with Akquracy businesses including business incubator space on the second floor and two restaurants on the first floor; was originally planned to be a LEED Platinum Rated Building, but this doubled the budget, so the plan was scrapped and redesigned; P+Z Committee anticipates an action item for the Board next month

E. Livability - Greening & Lighting– Fritz Kroll

- No update this month

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

- First park-related email went out in 2009; the Steering Committee is now having their first meeting on March 27 at Whole Foods

H. Livability – Bicycle Update – Karen Lee Rosar

- No update this month

I. Safety and Livability – Phil Ailiff

- Late night antics tied to bar close continued in the past month; Police are working with clubs to screen “problem people”
- There’s been an increase in calls at the Salvation Army Harbor Lights at 10th & Currie Avenue; majority of calls are medical, but a good number of calls related to fighting as well; cameras are now being installed
- Sinners closed for two weeks after shooting; Owner decided to let things “cool off” and review security; Owner has been very cooperative with Police, has a license to be open until 4 AM but won’t let anyone enter after 2:30 AM
- There was a report of “cars trading bullets” this past week; the cars were found and suspects arrested; by-standers on 2nd Street were shot, but not fatally
- Starting mid-July, bars will be able to stay open until 4 AM in relation to the All Star Game; Phil will report back regarding the exact dates of this limited timeframe
- No Block Club Meeting currently planned
- Pedestrian Advisory Committee to meet Wednesday, April 2 at 4 PM in Room 333 of City Hall
- Next Court Watch is scheduled for Friday, April 11 at 10 AM at the Main Library
- Precinct Open House planned for Monday, May 12 from 11 AM – 1 PM

J. Neighborhood School Update – Adam Schiff

- Tours of Minneapolis Public Schools that could be models for Webster Schools are planned for Monday, March 24; a principal will be hired in the near future
- “Friends of Webster” is being formed if anyone is interested
- Adam met with a representative from CBRE; interested in a downtown school, currently “throwing staff” at research and potential site selection; will

be providing free demographics and real estate research; should offer an interesting perspective

- Downtown Neighborhood School Initiative is also working on a family alliance

VIII. OLD BUSINESS

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

- Last time the revolving loan fund was discussed, the Board determined HOA's would be able to borrow the funds and the maximum loan amount was raised to \$60,000 (minimum loan amount is \$5000)
- Current City requirements would not allow HOA-lending without revising guidelines so JR investigated what rules the NLNA was operating under; JR found there are two sets of rules: 1) rules that CEE must operate under with the City, and 2) CEE's own internal rules; CEE revised their own internal rules so that HOA's can borrow the funds and the City should sign off on the \$60,000 maximum loan amount revision "any day now"
- JR learned that his own HOA did not know about revolving loan fund, and suggests marketing to HOA's specifically now that it is available; "its attractive, people just don't know about it"; JR suggests the Board make their own advertising effort since CEE gets paid for their efforts and they weren't overly effective last time
- If there is still little-to-no interest in the loan after this effort, the Board will review what other changes might need to be made to the program
- Board decides to make one last advertising push – JR, Brent, and Scott volunteer to create North Loop-branded mailing piece; Board decides to NOT have CEE do any advertising

B. Farmers Market Advisory Group Update – Karen Lee Rosar

- No update.

C. 2020 Partners Update – Karen Lee Rosar

- Target Field Light Rail Station to open May 17
- Green Line to open June 14
- Chuck Leer presented an overview of 2020 Partners – how the group started, plans moving forward, and a fundraising update; Karen suggests the NLNA is up for "paying dues" and suggests \$3000- as 202 Partners has done some great things for the neighborhood; **Motion is made and approved to give 2020 Partners \$3000 in dues**

D. DNG Update – Karen Lee Rosar

- Plan to meet in April

E. Target Center Implementation Committee Update – Karen Lee Rosar

- No meeting planned yet

F. Green Line Opening Day Planning – Adam Schiff

- Met last Thursday; restaurants in the area are interested in doing food tastings, local businesses plan to set up booths, street closings are yet to be

decided; looking for ideas for names for the station party (every station has its own theme)

- Next meeting scheduled for Monday, March 31

IX. NEW BUSINESS

- Fulton Brewery is looking to donate their profits from Earth Day to a neighborhood-related activity; the Board determines a contribution to the Park would be a fitting cause; digital media for the website needs to be gathered
- Wednesday, April 16 from 11 AM – 1 PM is set for the NLNA Board's Annual Retreat

Meeting adjourned at 8:30 PM.