



**North Loop Neighborhood Association
Board Meeting Notes
April 29, 2015
7:00 PM – 8:30 PM
Heritage Landing, 415 1st Street North**

Attendees: Philip Ailiff, David Frank, DJ Heinle, Bryan Hollaway
Fritz Kroll, Diane Merrifield, Brent Nelson, Karen Lee Rosar

Absent: Dave Decker, JR Maddox, Scott Woller

- I. April Board Meeting called to order at 7:00 PM
- II. **A motion is made (Bryan), seconded (Karen), and approved by the Board to approve the April Board Meeting Agenda.**
- III. **A motion is made (Karen), seconded (DJ), and approved by the Board to approve the March 25, 2015 Board Meeting Minutes.**
- IV. Council Member Presentation – Council Member Jacob Frey
 - No Council Member Presentation this month
- V. Finance Report
 - No Finance Report this month.
 - David thanks Brent for volunteering to be the new Treasurer. A finance report will be prepared for the May meeting.
- VI. Neighbor Comments
 - Six neighbors attended the meeting, but no comments were made.
- VII. Committee Reports
 - A. Marketing and Promotions – Scott Woller
 - No update this month.
 - B. North Loop Business Association – Brent Nelson
 - Brent reports he sent a draft flier to David for Mpls/St. Paul magazine's Tastemakers discussion/event featuring the North Loop Neighborhood. Brent is also pulling together images, a logo, website information, and a blurb about meetings. David Frank is one of the panelists. The event is Tuesday, May 12 from 6-8 PM at The Lab Theater.

C. Website Update – Diane Merrifield

- Diane emailed the North Loop Website Report (March 2015) prior to the Board Meeting.
- Diane reports “traffic continues to increase”; almost 3000 visits in March 2015- number has almost doubled since January 2014; 32 “Contact Us” emails came in; 52 visitors linked in from Facebook; the directory is still the most visited with over 160 organizations in the directory to-date; the Board is interested to see how traffic increases after the Mpls/St. Paul magazine article is published
- The adds that were sponsored on the website last year for the first time are expiring; some discussion is had about whether or not to raise the sponsorship fee from \$500; it was determined to leave the fee at \$500 and consider raising it next year
- Fritz volunteered to work to find additional sponsors
- Please see the North Loop Website Report (March 2015) attached.

D. Planning & Zoning – Dave Decker and DJ Heinle

- YouthLink: The project is still in fundraising mode to develop 46 communal living spaces and welcome center. **A motion is made (DJ), seconded (Brent), and approved by the Board to support the fundraising plan.** Brent asks if there is a way the NLNA can advocate on YouthLink’s behalf. DJ will send Brent contact information to explore the opportunity.
- Former Lee’s Liquor Lounge: A new bar is being proposed for the property located at 101 Glenwood Avenue. The plan includes a new outdoor seating area and space for two food trucks. **A motion is made (DJ), seconded (Bryan), and approved by the Board to support the plan as is.**
- Scratch Restaurant and Bar: Proposing to add 511 SF of patio space and a screening wall. **A motion is made (DJ), seconded (Diane), and approved by the Board to support the plans for this addition.**
- Ryan Company Proposal: Currently going through the City process; will be back in May with full presentation.
- Greco update for 729 Washington Avenue coming in May
- Target Field Station Office Building presentation coming in May

E. Pedestrian and Bicycle Update – Karen Lee Rosar

- Minneapolis Bike Week is May 11-17 with different themes and activities every day. Visit www.mpls bikeweek.org for more information
- The first Open Streets event to take place downtown Minneapolis is scheduled for August 23, 2015.

F. Livability – Greening & Lighting Update – Fritz Kroll

- No update this month.

G. Livability – NL Park Update – Karen Lee Rosar

H. Livability – Miscellaneous Livability Items – David Frank

- David reports that Spoon & Stable has requested to remove the green space adjacent to their front door and replace it with nicer, larger green space a little

further down along the sidewalk so they have more room for guests to stand outside their door; this is not a problem for the Board.

- Regarding the pedestrian improvement discussion at the March meeting, the City continues to work on the traffic study. Once the study is complete, a neighborhood meeting will be held to discuss outcomes. Several businesses have offered to host the meeting.

I. Safety and Livability – Phil Ailiff

- Kris Lang attended her first PAC meeting in March and presented an idea for a crosswalk study at 8th and Washington and suggested she may have some resources to fund the study; generally the PAC was in favor of the plan; the Board is informed/reminded that this study is underway as Alan with the City and Bob with the County heard the neighbors comments at the March meeting and are in the process of following up.
- The Pedestrian Advisory Committee supported the crosswalk proposal for Washington Avenue.
- The next Pedestrian Advisory Committee Meeting planned for Wednesday, May 6 from 4-6 PM in Room 333 of City Hall.
- The last Block Club meeting was on April 16 with no attendees. The next Block Club Meeting is to be determined.
- Next Court Watch is scheduled for Friday, May 8 at 10 AM at the Main Library
- Phil distributes a document summarizing the 2014 “Year-In-Review” statistics related to The Downtown 100 program. The statistics describe the program as a whole, and also focus specifically on participants between the ages of eighteen and twenty-four.

J. Sustainability/Community Garden – Bryan Hollaway

- Bryan reports the first meeting was held in March. Three people attended and discussed potential locations. The committee is currently looking at the Schaefer Richardson property adjacent to the dog park. Straw bales are being considered because they are low cost, require little infrastructure, and can be put up/taken down easily. One committee member is working on a cost estimate.
- The next meeting is scheduled for Thursday, May 7 at 7:00 PM at 222 Hennepin Apartments.
- In addition, the State Minnesota approved community solar gardens, so Bryan is attending a conference to learn how this can be brought to the neighborhood as well.

VIII. OLD BUSINESS

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

- No update this month.

B. Farmers Market Advisory Group Update – Karen Lee Rosar

- Beginning on May 7, the market will be relocated to Hennepin Avenue (between 5th and 10th) during the Nicollet Mile renovation. This market is a

large portion of annual revenue for some of these farmers, so please be sure to support this market.

C. 2020 Partners Update – Karen Lee Rosar

- A May meeting has been scheduled.

D. DNG Update –

- The group discussed ideas and planning efforts that could potentially be funded by the City's Community Innovation Fund.

IX. NEW BUSINESS

- The NLNA Board Annual Retreat is scheduled for Thursday, May 7 at 3:00 PM at Corner Coffee. Scott has volunteered to provide food and coffee. (Thank you, Scott!)
- The Board is asked if they would like to be briefed on the 2018 Super Bowl planning. The Board is interested in a briefing in about a year.

Meeting adjourned at 7:40 PM.

North Loop Website Report (March 2015)

Source: Google Analytics

| Summary | 2014 | 2015 | | | | | | | | | | | |
|-----------------------------------|--------|--------|--------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Jan | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| Total Site Visits/Sessions | 1,567 | 2,736 | 2,302 | 2,987 | | | | | | | | | |
| Visits per Day | 50.54 | 88.26 | 82.21 | 96.35 | | | | | | | | | |
| Unique Visitors | 1,198 | 2,051 | 1,802 | 2,311 | | | | | | | | | |
| Pageviews | 5,900 | 10,458 | 8,088 | 10,581 | | | | | | | | | |
| Pages per Visit | 3.77 | 3.82 | 3.51 | 3.41 | | | | | | | | | |
| Duration (minutes) | N/A | 3:11 | 2:41 | 2:39 | | | | | | | | | |
| Bounce Rate | 45.05% | 46.42% | 48.39% | 47.65% | | | | | | | | | |
| % New Visitors | 72.37% | 69.04% | 71.50% | 72.38% | | | | | | | | | |

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

| Geography | 2014 | 2015 | | | | | | | | | | | | |
|-------------------------|-----------|-------|-------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | (Percent) | Jan | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| Minnesota | 81.10 | 78.36 | 73.37 | 70.29 | | | | | | | | | | |
| Minneapolis | 48.12 | 52.30 | 44.70 | 45.93 | | | | | | | | | | |
| St. Paul | 4.02 | 4.06 | 5.21 | 4.60 | | | | | | | | | | |
| Suburbs/Outstate | 26.99 | 22.00 | 23.46 | 19.76 | | | | | | | | | | |

| Device | 2014 | 2015 | | | | | | | | | | | | |
|----------------|-----------|-------|-------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | (Percent) | Jan | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| Desktop | 73.58 | 69.81 | 64.81 | 67.46 | | | | | | | | | | |
| Mobile | 16.21 | 21.75 | 26.41 | 24.91 | | | | | | | | | | |
| Tablet | 10.21 | 8.44 | 8.77 | 7.63 | | | | | | | | | | |

| Traffic Source | 2014 | 2015 | | | | | | | | | | | | |
|--|-----------|-------|-------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | (Percent) | Jan | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| Organic search (search engines) | 66.50 | 72.55 | 76.02 | 73.22 | | | | | | | | | | |
| Direct to Northloop.org | 24.63 | 17.51 | 17.81 | 18.51 | | | | | | | | | | |
| Referral from other site* | 8.23 | 8.19 | 5.26 | 6.36 | | | | | | | | | | |
| Social media** | .64 | 1.75 | .91 | 1.90 | | | | | | | | | | |

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

** Top social media source was Facebook (52 of 57).

32 February Contact Us website inquiries and info@northloop.org emails

6 new subscribers (3 unsubscribe).