



**North Loop Neighborhood Association
Board Meeting Notes
May 27, 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, Scott Woller

Absent: Dave Decker, JR Maddox,

- I. May Board Meeting called to order at 7:00 PM
- II. **A motion is made (DJ), seconded (Brent), and approved by the Board to approve the May Board Meeting Agenda.**
- III. **A motion is made (Diane), seconded (Fritz), and approved by the Board to approve the April 29, 2015 Board Meeting Minutes.**
- IV. Finance Report
 - David thanks Brent for volunteering to be the new Treasurer.
 - Brent comments that he is “getting his feet wet with the finances,” and has collected financial information for February and March so far. During that time, approximately \$3000 was contributed to 2020 Partners, \$900 to the North Loop Candy Grab, and \$200 was paid to the accounting firm.
- V. Neighbor Comments
 - Jane Pattinson, Neighbor- Ms. Pattinson shares the following thoughts and concerns with the Board: City Offices need to be more proactive about pedestrian safety; on example of an unsafe condition is the uneven sidewalk in front of Local D’Lish where Jane believes the owner simply spray paints the sidewalk orange as a means of telling pedestrians to use caution; Ms. Pattinson has discussed this with City Staff; Ms. Pattinson suggests the Board take a walking tour to review this and other ADA issues that need to be addressed
 - Sarah, Neighbor- “Happy to be here.”
 - Lee Dean from 5th Avenue Lofts- Ms. Dean is looking to add green space to currently hardscaped area in front of her property along 5th Street; **a motion is made (Fritz), seconded (Diane), and approved by the Board to provide a letter of support for the addition of this green space;** David requests that particulars are sent to the Board

- Greco Representative- a gentleman from Greco attends meeting in case anyone has any questions about their two developments that are currently underway
- Lucid Brewing Representative- a gentleman from Lucid Brewing attends meeting to introduce himself and reports that Lucid Brewing is looking closely at 701- 5th Street for an expansion to include a tap room and a small amount of production; David suggests attending another Board meeting to make a brief presentation of Lucid Brewing's plans and to request the Board's support
- Scott Woller, Corner Church- Scott reports that Corner Church reserved Target Field Station for National Night Out; Scott requests \$500 from the Board as financial support for the event; Scott suggests this will be an event focused on kids with Downtown Families participation; **a motion is made (Karen), seconded (Bryan), and approved by the Board to contribute \$500 to the National Night Out event at Target Field Station**
- Kit Richardson, Schaeffer Richardson- Kit encourages the Board to require all future developments to include the appropriate number of street lights and trees per City landscape standards, and suggests the requirements needs to be consistent for all developments

VI. Council Member Presentation – Council Member Jacob Frey

- The concept for the Downtown East Commons was just revealed; includes two blocks- the first block will be an oval-shaped green pace surrounded by programmable space and promenades, the second block will have a mirror-like pond you can walk across, concessions, etc.; fundraising has started; Council Member Frey highlights the need for park space on this side of the river
- The owners of Minnesota United, a Tier 2 soccer team, have been awarded a Tier 1 team; team owners will pay all the fees, but are asking for a tax break on the construction and property taxes; the venue will be written into the Downtown Entertainment District, so downtown neighborhoods will benefit from the taxes; Council Member Frey states that more negotiation is set to take place, but he believes the effort is beneficial; Karen suggests the NLNA Board is generally supportive of the project, and asks if it would be beneficial to offer support more formally; Fritz agrees the Board should formalize support for Council Member Frey to continue to work with team owners to make this happen; some discussion is had regarding the fact that the Board has not yet seen a presentation and details are still vague; **a motion is made (Karen), seconded (Fritz), and approved by the Board to write a letter of support for continued negotiations to pursue a soccer park in the lower North Loop or West Loop**; it is anticipated that team owners will make a presentation to the Board once the soccer park goes through City process; DJ volunteers to sign the letter

VII. Committee Reports

A. Marketing and Promotions – Scott Woller

- The North Loop Welcome Bag effort is in progress; Scott reports “huge interest” so far; 500 bags and stickers have been purchased; timetable for distribution to be put together
- Scott asks if the Board thinks getting a neighborhood t-shirt made would be worth the effort; has heard from several neighbors that they would purchase one; Scott is thinking a simple, nicer quality t-shirt with the North Loop logo and suggests a couple companies in the neighborhood might be willing to create a small order (i.e. 100, not 600); the Downtown Open Streets and National Night Out events are potential venues shirts could be sold; Kit Richardson states he would be interested, as a local investor, in purchasing t-shirts to provide to new residents of his properties; Scott will get a bid and additional information by the June Board meeting for further discussion
- Photos are shared from the 2015 North Loop Candy Grab; looks forward to doing the event again next year
- Scott reports he spoke with some business owners about a neighborhood business parking meeting; 514 Studios volunteered to host the meeting; David reminds the Board that no parking will be removed this summer- as it is not part of the current planning, but it could happen in the future; Scott will determine when and where the meeting will be held- probably in the afternoon during the week
- David reports that the City and County are done with their counts, and Bob Byers has asked the Board what they would like to do next; discussion is had regarding possible next steps- it is noted parking and pedestrian-related issues are important to both the residents and business owners; it is determined that one meeting will be had regarding parking issues with business owners and one meeting will be had regarding pedestrian issues with the residents; in the meantime- Tim Drew with the City will present the counts to the Planning + Zoning Committee, and the results will be brought to the Board the following week; next steps will be determined at that time; Smack Shack has offered space for the residents’ meeting- probably a Happy Hour event

B. North Loop Business Association – Brent Nelson

- No update this month.

C. Website Update – Diane Merrifield

- Diane emailed the North Loop Website Report (April 2015) prior to the Board Meeting.
- Diane reports some spam has distorted the numbers a bit, but she backed out the real data as best as she could; still hovering around 3000 visits per month (or 100 visits per day); a lot more traffic is coming from referrals which is “terrific to see”; couldn’t tell whether or not there was more traffic as a result of the Mpls/St. Paul magazine article
- Some changes were made to the website: the news tab was moved, the “Contact Us” link was made more prominent; older development information was removed, the NLNA Resource tab has information on the City, school, and safety; Diane has asked the site developer what else can be done

including blocking spam and adding an event calendar (has not yet heard back)

- Diane plans to add “Priorities” to the NLNA Resource tab and asks DJ to provide language related to pedestrian improvements, Fritz to provide language on affordable housing, and Bryan to provide language on sustainability
- Fritz reports that all organizations who are scheduled to renew advertisement in June are planning to do so
- Please see the North Loop Website Report (April 2015) attached.

D. Planning & Zoning – Dave Decker and DJ Heinle

- 729 Washington/Greco Development: a presentation was made for a 142 unit apartment building to include 6000 square feet of green space; brick and corten steel proposed for exterior materials; anticipating a 1.3-1.4 parking ratio; formerly planned parking garage was eliminated making the project even more attractive. **A motion is made (DJ), seconded (Brent), and approved by the Board to support the plan contingent on art being added, the development team meeting with 801 Lofts (who has concerns with shadowing and view corridors), and the south façade materials being addressed to be better integrated.**
- ABC Industrial Site/Greco Development: a presentation was made for a 143 unit apartment building with commercial space to be used for a restaurant, a 1.3 parking ratio, integrated parking, and a 2nd level terrace; 6th Avenue to be improved; **A motion is made (DJ), seconded (Karen), and approved by the Board to support the plan contingent on one presentation being made to the neighboring properties (701 Washington, Bookman Stacks, Bookman Lofts), and another presentation update being made to P+Z once exterior materials are selected; and the appropriate number of street lights and trees are planned for.** Karen and DJ have contact Beth Elliott to ask about the 6th Avenue/Heritage Street Improvement Plan, but have not yet heard back; Bryan asks the representative from Greco if any composting facilities are called out on the plan, and the representative responded “not specifically, not yet”; representative from Greco agrees with Kit Richardson’s earlier comment that landscape standards need to be consistent for all projects
- 602 North 1st Street Apartments: while the Board previously supported a condo project at this site, the condo project has been scrapped and a 72 unit apartment building is not proposed; the building will be 7 stories rather than 8, and it is “a little disappointing to see the property go from owner-occupied to renter-occupied”; currently going through a quick approval process; **A motion is made (DJ), seconded (Diane), and approved by the Board to support the plans as presented.**
- Webster School: including maker space within the school; 97 registered students to-date

E. Pedestrian and Bicycle Update – Karen Lee Rosar

- May 19 the Transportation and Public Works Committee approved the trail easement with the Towers HOA at Gateway Park and 2nd Street

F. Livability – Greening & Lighting Update – Fritz Kroll

- In reference to conversation regarding neighborhood greening goals, “it is discouraging to hear sidewalk and tree issues are more difficult to resolve than they use to be.”
- Scott and DJ thought the City did a walk each spring to view/fix these sorts of issues
- DJ, Dave, and Bryan are walking neighborhood next month to create a list of issues; sidewalks will be an additional item they will look at

G. Livability – NL Park Update – Karen Lee Rosar

- David found someone who is “desperate to volunteer” and will be setting up a park meeting in the near future
- Kit Richardson suggests progress has been made finding private sources to help purchase land as well as maintain the park; David asks this be discussed further at the park meeting

H. Safety and Livability – Phil Ailiff

- Phil and Renee have been playing phone tag regarding any potential updates for the Board; Phil assumes nothing is pressing
- The First Precinct Open House was “well-received”
- A “cop-cam” presentation was made demonstrating the potential reduction in City liability; Minneapolis is considering using cop-cams
- The next Pedestrian Advisory Committee Meeting planned for Wednesday, June 3 from 4-6 PM in Room 333 of City Hall; Phil will bring up sidewalk issues because he agrees sidewalks are in poor condition; now going through Pedestrian Master Plan
- The next Block Club meeting will either be June 18 or June 25 at 6 PM at Dunn Bros on Washington; Phil will send an email once date is determined
- Next Court Watch is scheduled for Friday, June 12 at 10 AM at the Main Library
- Phil’s position as Chair of the PAC is up this summer; Phil is inspired by the momentum that is happening in the neighborhood and has reapplied for the position- suggesting it is “pretty competitive and not a give he will be reappointed”; thinks the right people have now started to hear what the issues are; wants to raise the profile of the PAC through events that promote additional pedestrian-related activities; sees a lot of resources and events around bikes, would like to do the same for pedestrians; **A motion is made (Brent), seconded (DJ), and approved by the Board to write a strong letter of support for Phil to continue as Chair of the PAC.**

I. Sustainability/Community Garden – Bryan Hollaway

- The Committee is now 8 people strong! They are building good support.
- The next meeting is scheduled for Thursday, May 28; discussing alternatives for locations.
- Bob Byers is open to seeing presentations, and suggested planters could work on sidewalks if the property owner supported the idea- Bryan to check with Committee; ADA compliance a concern

- It was determined the park in front of Basset Creek is too shaded; Kit Richardson suggests Bryan call him to discuss some property that Kit owns.
- DJ suggests the Board financially support the planter project when appropriate.
- Organic Solutions is drafting a letter of support to speak to the benefits of composting and the services to be provided. Eureka to approve letter.
- Bryan also discussed the placemaking concept of painting intersections; Bryan asks if it is possible- he did not see anything in City ordinances that said it is not possible, but will check with Council Member Frey; Bryan asks Board if he can reach out to local placemaking organizations to learn more

VIII. OLD BUSINESS

- A. Revolving Loan Fund Update – J.R. Maddox
 - No update this month.
- B. Farmers Market Advisory Group Update – Karen Lee Rosar
 - A meeting is scheduled for Friday, June 5.
 - Nicollet Mall Market on Hennepin is open from 6 AM – 6 PM.
 - Lyndale Market is open every day from 6 AM – 1 PM.
 - DJ asks Karen about the timing of the funding request; the conversation is pending
- C. 2020 Partners Update – Karen Lee Rosar
 - The May meeting was cancelled.
 - The next meeting is scheduled for July 28.
- D. DNG Update –
 - A meeting is scheduled for next week.

IX. NEW BUSINESS

- No new business this month.

Meeting adjourned at 8:25 PM.

North Loop Website Report (April 2015)

Source: Google Analytic

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	2,955								
Visits per Day	50.54	88.26	82.21	96.35	98.50								
Unique Visitors	1,198	2,051	1,802	2,311	2,239								
Pageviews	5,900	10,458	8,088	10,581	9,473								
Pages per Visit	3.77	3.82	3.51	3.41	3.21								
Duration (minutes)	N/A	3:11	2:41	2:39	2.16								
Bounce Rate	45.05%	46.42%	48.39%	47.65%	54.74								
% New Visitors	72.37%	69.04%	71.50%	72.38%	73.23								

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
Minnesota	81.10	78.36	73.37	70.29	72.32								
Minneapolis	48.12	52.30	44.70	45.93	45.55								
St. Paul	4.02	4.06	5.21	4.60	3.42								
Suburbs/Outstate	26.99	22.00	23.46	19.76	23.35								

Device	2014	2015											
	(Percent)	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Desktop	73.58	69.81	64.81	67.46	70.64								
Mobile	16.21	21.75	26.41	24.91	21.80								
Tablet	10.21	8.44	8.77	7.63	7.56								

Traffic Source	2014	2015											
	(Percent)	Jan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Organic search (search engines)	66.50	72.55	76.02	73.22	69.68								
Direct to Northloop.org	24.63	17.51	17.81	18.51	19.83								
Referral from other site*	8.23	8.19	5.26	6.36	9.71								
Social media**	.64	1.75	.91	1.90	.77								

* Top referral sources included Mill City Times, Marriott, Heritage Landing, Wikipedia, Visit-TwinCities, 801 Washington Lofts, NPR

** Top social media source was Facebook (20 of 23).

30 April Contact Us website inquiries and info@northloop.org emails

12 new subscribers (4 unsubscribe).

Note: Spam coming to the site over the past couple months is impacting our numbers (366 visits in April – 11% of total visits). These have been backed out of numbers where possible – shaded data points have been adjusted. Seeking a way to block this traffic to Squarespace.