



**NORTH
LOOP**
NEIGHBORHOOD

**North Loop Neighborhood Association
Board Meeting Notes
July 30, 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, Scott Woller

Absent: Mike Faulk, Adam Schiff

- I. July Board Meeting called to order at 7:00 PM
- II. July Board Meeting Agenda Approved
- III. June 25, 2014 Board Meeting Minutes Approved with one edit
(Under Website update: “NLNA is NOW registered (rather than NOT registered) with Domain Star.”)
- IV. Finance Report –Mike Faulk
 - No finance report this month
- V. Neighbor Comments
 - Tergar Meditation Community member David Fey and Program Coordinator John Wheeler discuss how Tergar would like to be a more visible part of the neighborhood – “How can we interact with more residents and businesses? What could be more helpful?”; Tergar offers an Open Session each Tuesday and a Welcoming/Introduction Session on the second Wednesday of each month; they have the capacity to create additional programming; David and John state that it is a “very simple and accessible program that allows the mind to become better while not changing your existing beliefs”
 - Rachel Hager, Lead Concierge with Velo, provides an update on the 101 unit “boutique residential development” with “luxury amenities” including a full outdoor kitchen, rooftop bocce ball, and a massage and meditation room; the residential portion of the development is almost 50% leased; the owner is being very particular about who commercial space will be leased to – Red Cow to open in February 2015, but so far no other commercial tenants have signed a lease; if any NLNA businesses are interested in marketing to Velo residents, please let Rachel know; looking forward to being a part of the North Loop Neighborhood
 - Jarred Hoffman, an employee of First & First and Aria, attends meeting to let Board know he is looking for opportunities to participate in and connect to the neighborhood

- Neighbor Jane Pattinson is concerned the City of Minneapolis is giving preference to bar owners rather than folks living in the neighborhood when it comes to permits distributed that allow loud music for block parties that go late into the evening; Pattinson suggests behavioral expectations are set very low which leads to criminal activity in the neighborhood; David volunteers to find out what opportunities there are for neighbors to either support or not support this type of event
- NLNA Board Member Scott Woller announces Corner Church will hold its August 10th service at Target Field Station

VI. Committee Reports

A. Marketing and Promotions – Scott Woller

- North Loop Neighborhood Sidewalk Sale (aka “Who Needs a Garage Sale”) to take place August 2 from 8AM – 12PM in front of Corner Coffee; Scott distributes event posters and states “there seems to be a lot of interest”
- David reports the Twins gave the North Loop Neighborhood Association 100 tickets for 8 games; David requested that board members consider ideas for distributing tickets
- Explore the North Loop date has changed to Saturday, October 11; preliminary recruiting of hosts is underway – 13 hosts have signed up so far; Scott’s wife has volunteered to provide administrative services including marketing, emails, etc. – an estimated 150 hours of work; Scott asks Board to suggest how much she will be paid; **a motion is made and approved to use neighborhood funds to pay for the administrative services**

B. North Loop Business Association – Brent Nelson

- Brent reports that the goal of finding 30 additional businesses to advertise in the neighborhood brochure/map was not met so the \$3000 grant will not be available; the NLNA was previously willing to contribute \$1000 if the \$3000 grant was received; Brent asks if NLNA is still willing to contribute \$1000 to the effort even though the grant was not received- the \$3000 will instead be raised by collecting membership dues from new businesses; **a motion is made and approved to contribute \$1000 contingent on an additional \$3000 in membership dues being committed first**; Joanne with the Warehouse District Business Association saw last month’s notes regarding concerns related to the partnership between the two Business Associations and sent an email to address concerns; Brent reminds the Board the brochure/map will be good for the neighborhood and should be available to visitors

C. Website Update – Diane Merrifield

- Diane reports the number of visits in June is “down a hair,” but July’s numbers jumped to 2374 visits – “best month yet!”; approximately 80 visits occur per day; 73% are new visitors, most from Minneapolis, but quite a few from the suburbs and out-of-state as well
- Diane is receiving at least 1 or 2 “contact us” messages per day

- Diane adds that there are not a lot of “click-throughs”, but the visibility is worth it with that number of visitors
- Please see the North Loop Website Report for December 2013 – June 2014 included at the end of the notes.
- Karen adds there are 481 “likes” on the NLNA FaceBook page

D. Planning & Zoning – DJ Heinle

- DJ shares that Merchant is set to open in November 2014 at 211 North First Street; dinner and weekend brunch only to start; “specialty grains and fresh pastas” will be highlighted as well as a full dessert menu; 2 private dining rooms will be available; have applied for a liquor license; **a motion is made and approved to support the Merchant concept**
- The City-parking lot roof top golf and entertainment concept is still being considered; still looking for an operator; Ryan to do cost-estimate; funding evaluation is under way with an estimated \$60-100 million cost range; no approval is requested at this time
- Zap Bike Commuting – promotion going on throughout City to provide health and wellness points; no stations currently planned for the neighborhood, but P&Z would like to; **a motion is made and approved to gain approval neighbors to support a neighborhood station location**
- Phil adds that he received a call from the Vice President of HCMC suggesting they’d like to open a clinic in the neighborhood and have an idea for 3 potential locations; Phil made a suggestion on which location he believed to be the best; Phil has not heard back since the initial call

G. Livability – Greening & Lighting Update – Fritz Kroll

- Fritz reports he is working on two potential locations for new trees

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

- The group met on June 15; negotiations for site is currently in progress

I. Safety and Livability – Phil Ailiff

- An alert was sent out regarding an increase in theft from motor vehicles in surface lots where windows are being broken; neighbors need to be smart about leaving stuff in their cars
- Phil will be talking with Renee about safety-related content for the website in the near future
- Also, Phil will talk to Renee about a speed wagon at 8th and Washington; Phil asks the Board if the speed wagon should be for people coming into the City or leaving the City; Scott suggests that it is a longer stretch coming into the City, and the Board generally agrees
- No Block Club meeting on the calendar for August yet
- National Night Out is next Tuesday, August 4th on the river front
- Next Pedestrian Advisory Committee Meeting planned for Wednesday, August 5 from 4-6 PM in Room 333 of City Hall
- Next Court Watch is scheduled for Friday, August 8 at 10 AM at the Main Library

- J. Neighborhood School Update – David Frank for Adam Schiff
- An offer was made to a potential new principal for Webster School
 - Minneapolis Downtown Families is planning a gathering on August 9 at 9 AM at the Farmers Market; bagels and coffee will be served at the North Loop Playground to get the word out and solicit participation
 - Future meetings will be held on the last Monday of each month; location will rotate

VII. OLD BUSINESS

- A. Revolving Loan Fund Update – J.R. Maddox
- JR received a notice stating that the organization currently servicing the Revolving Loan Fund, Center for Energy and Environment (CEE), is changing its fee structure. Originally, fees were to happen on a “per loan basis.” Now proposing a \$5000 annual fee. JR inquired about any alternatives – no alternatives are being offered.
 - The notice says the proposal must be accepted by the end of August. JR drafted a letter stating the NLNA will NOT accept the new fee structure. If mailed, the letter will begin the process of terminating the agreement with CEE.
 - Please see the letter drafted “RE: New CEE Proposed Fee Structure Declined” included at the end of the notes.
 - **A motion is made and approved to send the letter immediately to terminate the contract with CEE.**
 - JR reports that the funds are safe, and the NL will need to go through a community approval process to modify the plan to determine how the funds will be used in the future.
- B. Farmers Market Advisory Group Update – Karen Lee Rosar
- A Nicollet Mall re-design presentation was made at the last meeting; the design phase will take 12 months, construction will take 12 months, completion is expected in the Fall of 2016; potential complications include staging leading up to and during construction
 - Funds related to the Celebrity Chef Challenge contribution has been requested
- C. 2020 Partners Update – Karen Lee Rosar
- Met last week
 - Recapped the hugely successful All Star Game
 - Discussed Target Field Station programming; now that All Star Game is over, more attention will be paid to programming efforts; a couple of well-attended movies have been hosted so far
 - Highlighted Rails & Ales: Light Rail Brewery Crawl scheduled for Saturday, September 13 from 12PM-6PM
- D. DNG Update – DJ Heinle
- No meeting last month

- E. Pedestrian and Bicycle Update – Karen Lee Rosar
- Council Member Frey’s office has been nudging Traffic Department to do a traffic study
 - Crosswalk and signal location list made at Board Retreat; a traffic study is the next step
 - Next Open Streets Event is Sunday, August 17; see openstreetsmpls.com for more information
- F. Target Center Implementation Committee Update – Karen Lee Rosar
- No Update

VIII. NEW BUSINESS

- Representative from Borough attends meeting to invite the Board to the Borough Block Party on August 10; \$5 admission fee; permits are in place; event to take place from 12pm – 7pm; representative shares free admission tickets with the Board and asks them to please come, have a drink and listen to some music
- Scott asks about the priority of the light rail at intersections – “Can the neighborhood take a stance?”; David asks DJ if P&Z can take the lead on this effort.
- David provides an update on the West River/James I. Rice Parkway Trail Improvement Project including:
 - ✓ The trail connection requested by the NLNA from the Star Tribune building to the east side of the James I. Rice Parkway was eliminated.
 - ✓ The Cedar Lake Regional Trail intersections will be improved with ADA-compliant ramps and a Rectangular Rapid Flash Beacon.
 - ✓ The River Goddess sculpture will be relocated and modified. The pre-cast fossils and boulder formations will also be relocated and/or modified.
 - ✓ The 2 raised seating platforms will be demolished to improve sight lines and safety.
 - ✓ The bicycle and pedestrian trail connection to the Stone Arch Bridge will be improved and the southernmost driveway of the parking lot near Portland will be eliminated.
- David shares two opportunities to participate in discussions about equitable community engagement for all of Minneapolis with City leaders from the Neighborhood and Community Engagement Commission (NCEC) and the Health, Environment, and Community Engagement (HECE) Committee. The first discussion is to be held on Thursday, July 31 from 6-9PM at the East Phillips Park Cultural & Community Center. The second discussion will be Saturday, August 2 from 9AM-12PM at the Folwell Recreation Center.

Meeting adjourned at 8:05 PM.

North Loop Website Report

December 2013 – June 2014

Source: Google Analytics

	2013	2014					
	December	January	February	March	April	May	June
Total Site Visits/Sessions	1,296	1,567	1,449	1,817	2,331	2,019	1,945
Visits per Day	41.81	50.54	51.75	58.61	77.70	65.13	64.83
Unique Visitors/Users	1,055	1,198	1,082	1,467	1,928	1,621	1,539
Pageviews	4,622	5,900	5,203	6,290	8,154	7,517	6,959
Pages per Visit	3.57	3.77	3.59	3.46	3.50	3.72	3.58
Bounce Rate	47.53%	45.05%	51.90%	48.05%	47.88%	45.86%	46.94%
% New Visitors/Sessions	77.70%	72.37%	68.39%	74.96%	77.18%	73.30%	73.06%

Visitor Flow

Majority of visitors are coming to the site via the Home Page (most common pages visited include the directory, about the North Loop, About NLNA, board school and park)

Geography

	2013	2014					
	December	January	February	March	April	May	June
United States	98.15%	97.57%	98.14%	97.80%	97.77%	97.33%	97.69%
Minnesota	75.54%	81.10%	80.68%	78.37%	74.10%	74.34%	74.70%
Minneapolis	39.89%	48.12%	47.34%	42.10%	38.74%	42.55%	41.44%
St. Paul	5.86%	4.02%	4.76%	6.49%	6.52%	5.25%	4.01%
Suburbs/Outstate	29.78%	26.99%	28.57%	29.77%	28.83%	25.66%	29.25%

Device

	2013	2014					
	December	January	February	March	April	May	June
Desktop	69.52%	73.58%	75.29%	74.46%	69.15%	72.46%	66.38%
Mobile	18.90%	16.21%	15.67%	16.84%	18.83%	19.17%	24.01%
Tablet	11.57%	10.21%	9.04%	8.70%	12.01%	8.37%	9.61%

Traffic Source

	2013	2014					
	December	January	February	March	April	May	June
Organic search (search engines)	72.15%	66.50%	68.05%	66.98%	69.93%	68.06%	74.55%
Direct to Northloop.org	18.29%	24.63%	18.91%	20.42%	18.88%	19.01%	14.96%
Referral from other site	9.18%	8.23%	10.77%	11.12%	8.28%	11.05%	7.25%*
Social media	.39%	.64%	2.28%	1.49%	2.92%	.07%	3.24%

* June site referrals included Facebook (52), Be the Match-nmdp (30, Visit-TwinCities (14), Citypages (8)

July 30, 2014

Nate Phelps
Center for Energy and Environment
212 3rd Ave North, Suite 560
Minneapolis, MN 55401

VIA EMAIL & U.S. MAIL

RE: New CEE Proposed Fee Structure Declined

Dear Mr. Phelps,

The North Loop Neighborhood Association (NLNA) received the notice from Center for Energy and Environment (CEE) dated June 19, 2014 regarding CEE's new proposed fee structure (the Fee Notice). The NLNA would like to thank CEE for its efforts in assisting with the establishment of, and in servicing, the NLNA revolving loan program. The NLNA Board has conferred, however, and determined it not appropriate to accept the new fee structure proposed in the Fee Notice. The decision was based on a number of factors including total loan volume to date and NLNA's overall financial structure and position.

This letter serves as notice that NLNA: 1) does not accept the new fee structure proposed in the Fee Notice, 2) has elected to discontinue the revolving loan program, and 3) hereby terminates its contract with CEE. This notice is being provided well before the August 31, 2014 deadline set in the Fee Notice. Therefore, per the Fee Notice, NLNA shall not be charged, and will have no financial obligation related to, any new fees proposed in the Fee Notice.

Thank you for your time and efforts to date. We look forward to an ongoing neighborly relationship as well as possible future business endeavors.

Please contact me with any questions or concerns.

Sincerely,

J.R. Maddox
NLNA NRP Revolving Loan Program Chair
651-261-9820 / jmaddox163@gmail.com

cc: Robert Thompson
Joe Horan
David Frank, NLNA Chair