



**NORTH
LOOP**
NEIGHBORHOOD

**North Loop Neighborhood Association
Annual Meeting Notes
January 28, 2015
7:00 PM – 8:30 PM
Aria, 105 1st Street North**

Attendees: Philip Ailiff, Dave Decker, David Frank, Fritz Kroll,
Diane Merrifield, Brent Nelson, Karen Lee Rosar

Absent: DJ Heinle, JR Maddox, Adam Schiff, Scott Woller

- I. January Board Meeting called to order at 7:00 PM; Board Members introduced themselves
- II. January Board Meeting Agenda Approved
- III. November 19, 2014 Board Meeting Minutes Approved
- IV. Special Guests
 - Council Member Jacob Frey states “The North Loop is at the forefront of forward thinking, urban design, and thought” which is good for retail and the local business community; the neighborhood is seeing more families with kids, a new school is scheduled to open in September 2015, and plans are underway for a Washington Avenue revamp; the Council Member thanks attendees for the honor of letting him represent the neighborhood.
 - County Commissioner Linda Higgins reports the Hennepin County Board reorganized this year; Jan Callison is the new Chair and Higgins is the new Vice Chair – first time two women led the Board; City Staff and County Staff- with input from the North Loop Neighborhood Association Board – is working to improve Washington Avenue; the Commissioner invited attendees to take a look at the large-scale concept plan for the Washington Avenue improvements located at the back of the room
 - Senator Bobby Joe Champion thanks the Board for all they do; legislative session began January 6; the Senator is currently working on efforts related to transportation, commerce, finance, and capital investment; reports this is the first time there are dedicated State funds for biking and walking (a good indication of priorities); other discussions are related to two years of community college for free and universal preschool; thanks everyone and states he looks forward to continuing to be a partner
 - Representative Ray Dehn thanks everyone for attending meeting and states the neighborhood has a great Board that does an incredible amount of work –

especially for being volunteers; the Representative is grateful for being re-elected; reports the Governor came out with the budget bill this week and the Representative is excited to see funds for infrastructure and transportation

- Shane Zahn, Director of Safe Initiative with Minneapolis Downtown Improvement District describes the DID as Minneapolis's "concierge service" aimed to make downtown cleaner, safer, and greener; Ambassadors serve 120 block area of downtown removing trash, assisting pedestrians, and maintaining plants and trees; 2014 efforts include community engagement via the police reserve program, youth navigator (violence prevention) program, and youth-designed Moveable Street Furniture Project; Zahn reviewed stats and outcomes of these programs; the DID is paid for by businesses within the District
- Mike Kjos, Inspector with Minneapolis Police Department, appreciates being invited to the meeting – "This is incredible"; reports officers are present in the neighborhood on foot, bike, scooter, cars, etc.; briefly discusses crime-related issues in the neighborhood and reports the majority of violent crimes are related to the bar crowd between 12 AM and 3 AM; Karen Lee Rosar asked how many officers are on bike, the Inspector responds with 6 officers in the winter months and 12 in the summer months (there are 170 trained bike officers on the department, and there may be as many as 160 out and about during large events)
- Heidi Johnston, City Attorney for 1st Precinct briefly describes the Downtown 100 program which has led to a 79% reduction in crimes committed by top offenders in downtown Minneapolis; part of the success of the program can be attributed to the assistance the chronic offenders received with obtaining housing; Johnston shares that Downtown Court Watch- which takes place on the second Friday of each month at 10 AM at the Main Library- is an opportunity to share information on crime and make recommendations on upcoming cases for top offenders; the City Attorney's office wants to continue to partner with the Downtown Improvement District and Police Department to improve life for the neighborhood and address livability issues downtown.

V. Board Member Elections

- **A motion is made (Diane), seconded (DJ), and approved by the Board to move Board Elections from the end of the meeting to after the comments by the Special Guests.**
- David Frank provides a quick overview of the Board Election Process (which is also spelled out in the North Loop Neighborhood Association bylaws) including the nominating process: Each nominee has approximately one minute to explain why meeting attendees should vote for him or her, and at least 25 people must be in attendance to vote. Frank also reviews a Board Member's responsibility as an all-volunteer organization that includes attending one meeting per month and the Annual Board Retreat.
- Ballots are distributed. David Frank (resident), DJ Heinle (business representative), Bryan Hollaway (resident), Fritz Kroll (resident), and JR Maddox are the five candidates listed on the ballot. No additional names are added after Frank asks the meeting attendees three times if anyone wants to nominate themselves or someone else in the room. Each candidate briefly introduces himself and describes his interest in serving on the Board.

- **A motion is made (Karen), seconded (Diane), and approved by the Board to adopt the list of candidates by acclamation rather than by formal ballot since there are exactly five candidates for the five positions on the Board.**

VI. Finance Report

- A finance report is not available at this time. The Treasurer recently moved out of town, and the position has not yet been filled.

VII. Neighbor Comments

- Bob Byers with Hennepin County discusses plans for Washington Avenue improvements; Byers suggests the goal of the improvements is to improve safety and comfort by restriping and creating a three lane road to include a buffered bike lane- “similar to the improvements made when 50th Street in south Minneapolis was redone years ago”; Byers states they are looking for input on the concept plan – his team met with the Planning + Zoning Committee last week, and are looking for neighborhood input at the Board Meeting; work is scheduled for later this summer

VIII. Committee Reports

A. State of the North Loop Neighborhood Association Report – David Frank

- Frank reports seeing more and more neighbors doing amazing things for the community – “a testament to all that live, work, and play here”; there are a lot of new restaurants and great retail, neighbors are working towards a park, the neighborhood is both financially viable and award-winning; Frank recommends continuing to move in the direction of more people, more green space, and a safer, more livable community.

B. Marketing and Promotions – Scott Woller

- North Loop Earth Day Clean Up is scheduled for April 22
- North Loop Candy Grab is scheduled for April 5; volunteers and candy donations are needed
- Woller raffles off some of the donated prizes provided by Sunrise Bank, Corner Coffee, and Corner Church to attendees who brought their postcards

C. North Loop Business Association – Brent Nelson

- Nelson states that because the North Loop does not have their own Business Association, the neighborhood partnered with the Warehouse District Business Association on a marketing effort to increase visibility; this effort includes the distribution of over 500,000 brochures all over the metro

D. Website Update – Diane Merrifield

- Merrifield reports 3400 visits to the North Loop website last month – a 45% increase since January 2014; more and more “Contact Us” messages are coming in from people interested in being added to the directory; the goal is to keep content “updated and as fresh as possible”; Merrifield adds that both Planning + Zoning Committee and Board Meeting notes are posted as well as information related to difference neighborhood initiatives

- Please see the North Loop Website Report (attached) for analytics from January – December 2014 for more detail

E. Planning & Zoning – DJ Heinle

- Heinle reports a “spirited meeting last week.”
- Presentations that did not require action by the Committee include:
 - Bob Myers//Hennepin County – Washington Avenue improvements
 - Katie Roth – Metro Transit C Line proposal and study
 - Shelley Miller – West Broadway study area
 - Red Cow Restaurant presentation; 5500 SF; opening February 10
- Presentations that did require Committee action, include:
 - Central Riverfront Association: **A motion is made (DJ), seconded (Diane), and approved by the Board to adopt the Resolution Establishing Process for Appointing the Central Riverfront Neighborhood Association Director and Alternate to the Minneapolis Riverfront Partnership’s Board of Directors.**
 - St. Anthony Park Master Plan: **A motion is made (DJ), seconded (Brent), and approved by the Board to support the Minneapolis Park Board’s planned use of the Minneapolis Plan and regional park master plan.**
 - Self-Storage: **A motion is made (DJ), seconded (Diane), and approved by the Board to support the planned development as it was presented to the Planning + Zoning Committee.** The plan proposes a five-story structure with possible coffee shop tenant, a landscaped area on the corner of N 7th and Oak Lake Ave, surface parking, precast concrete panels and metal panels, and a sign to face the freeway.
 - Azul Nightclub (former Soundbar): **A motion is made (DJ), seconded (JR), and approved by the Board to confirm no opposition to the proposed project at this time.** Azul is planned as a DJ music format nightclub with Latin music and salsa dancing.
 - Muse Event Center (Crave America): **A motion is made (DJ), seconded (Diane), and approved by the Board to support the Muse Event Center and its current operations.** Planning + Zoning also thanks the management team for their continued dialogue and business updates.

G. Livability – Greening & Lighting Update – Fritz Kroll

- No update this month.
- DJ Heinle thanks Fritz for his ongoing livability efforts.

H. Safety and Livability – Phil Ailiff

- Ailiff states his interest on safety and livability is due to his being a victim of a violent crime; head the Block Club; will go over updated crime statistics next month

- The Downtown Improvement District, the 1st Precinct, St. Stephen's, and the Salvation Army continue to be great partners in keeping the neighborhood safe
- Theft from motor vehicles and larceny are biggest issues and both crimes of opportunity; Ailiff suggests people need to change their habits. Assaults around bar time are due to alcohol consumption.
- Check out the safety tips on the North Loop website.
- Ailiff participates in the Minneapolis Pedestrian Alliance and suggests becoming a friend on Facebook. "Pedestrian safety and snow removal are often discussed."
- 1010 Curry area has been the site of lots of criminal activity so police resources have been focused here.
- Block Club meets at the Dunn Bros on Washington Avenue. Visit City website to become part of the Virtual Block Club.
- Ailiff thanks everyone for attending the Annual Meeting.

I. Minneapolis Downtown Families Update – David Frank for Adam Schiff

- 2014 events were great
- A Fancy Pants Dance for kids took place on January 24 from 3-6 PM at Greco
- The Star Tribune will be running a story on Minneapolis Downtown Families on February 15
- A happy hour for families at The Carlisle is scheduled for February 21 at 3:30 PM; this may become a reoccurring event
- Ginger Kranz, the principal of the new Webster School, will hold "office hours" at Corner Coffee on Tuesdays at 9:00 AM

IX. OLD BUSINESS

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

- No update

B. Farmers Market Advisory Group Update – Karen Lee Rosar

- Karen Rosar reports members are fast at work for the Nicollet Mall Market during Nicollet Mile construction
- Royalston Station is underway

C. 2020 Partners Update – Karen Lee Rosar

- Karen Rosar reads the mission of 2020 Partners:
2020 Partners is a forum to facilitate the continuing transformation of a vital and unique place. Its goal is to lay the foundation and attract investment for future development by knitting together communities and leveraging the assets of Target Field, Minneapolis Farmers Market, transit and energy.
- 2020 Partners meets every other month (or so); last meeting was January 27, 2014 and presentations included:

- Twins Ballpark Authority looking for suggestions for activities for Target Field Station
- KTWIN converted to GO96 format- Twins to be active in programming, creating potential music opportunities for Target Field Station
- United Properties' Bone Marrow Institute "Be the Match" to bring 800-900 employees to the neighborhood
- Hines Development's T3 development proposed in the cut next to Dock Street Flats; commercial businesses to be named

D. DNG Update – Karen Lee Rosar/DJ Heinle

- Elliot Park Strategic Plan for Sustainability discussed
- Parking study for Viking tailgating opportunities underway

X. NEW BUSINESS

- Aria hosted the NLNA Annual Board Meeting for free. **Thank you, Aria!!**
- North Loop Welcome Bags will be created again. Contact Scott Woller if you're interested.

Meeting adjourned at 8:15 PM.

North Loop Website Report (January – December 2014)

Source: Google Analyticsqa

Summary	2014											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Site Visits/Sessions	1,567	1,449	1,817	2,331	2,019	1,945	2,483	2,567	2,655	3,338	2,486	2,251
Visits per Day	50.54	51.75	58.61	77.70	65.13	64.83	80.10	82.81	88.50	107.68	82.87	72.61
Unique Visitors/Users	1,198	1,082	1,467	1,928	1,621	1,539	1,988	2,019	2,036	2,597	1,892	1,773
Pageviews	5,900	5,203	6,290	8,154	7,517	6,959	8,792	8,327	8,917	9,990	8,458	8,158
Pages per Visit	3.77	3.59	3.46	3.50	3.72	3.58	3.54	3.24	3.36	2.99	3.40	3.62
Bounce Rate	45.05%	51.90%	48.05%	47.88%	45.86%	46.94%	48.01%	51.27%	52.28%	55.78%	50.20	51.00
% New Visitors	72.37%	68.39%	74.96%	77.18%	73.30%	73.06%	75.19%	72.11%	70.36%	71.30%	69.87%	72.15

Visitor Flow: Most visitors come via the Home Page (common pages visited include Directory, About..., NL-Kids, Agendas/Minutes, Stay in the Loop)

Geography	2014											
	(Percent)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Minnesota	81.10	80.68	78.37	74.10	74.34	74.70	76.48	75.89	78.53	76.69	76.47	73.61
Minneapolis	48.12	47.34	42.10	38.74	42.55	41.44	43.90	46.12	45.01	46.58	46.42	44.20
St. Paul	4.02	4.76	6.49	6.52	5.25	4.01	5.24	4.32	4.37	4.58	5.35	4.09
Suburbs/Outstate	26.99	28.57	29.77	28.83	25.66	29.25	27.35	33.52	29.15	25.52	24.70	25.32

Device	2014											
	(Percent)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Desktop	73.58	75.29	74.46	69.15	72.46	66.38	67.62	63.62	67.72	62.48	65.37	64.33
Mobile	16.21	15.67	16.84	18.83	19.17	24.01	21.95	26.84	23.09	27.47	25.70	27.23
Tablet	10.21	9.04	8.70	12.01	8.37	9.61	10.43	9.54	9.19	10.07	8.93	8.44

Traffic Source	2014											
	(Percent)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Organic search (search engines)	66.50	68.05	66.98	69.93	68.06	74.55	72.01	72.03	64.75	58.30	67.90	71.83
Direct to Northloop.org	24.63	18.91	20.42	18.88	19.01	14.96	15.51	18.23	22.41	23.31	20.07	19.28
Referral from other site	8.23	10.77	11.12	8.28	11.05	7.25	11.20	8.10	9.11	13.03	10.10*	8.09*
Social media	.64	2.28	1.49	2.92	.07	3.24	1.29	1.64	3.73	5.36 (179)	1.30** (32)	.80** (18)

* Top Nov/Dec referral sources included Bring Me the News, Visit-TwinCities, Business Insider, Heritage Landing.

** Top Nov/Dec social media sources were Facebook and Twitter.

22 Nov/Dec Contact Us website inquiries; 10 info@northloop.org emails.