



**NORTH  
LOOP**  
NEIGHBORHOOD

**North Loop Neighborhood Association  
Board Meeting Notes  
October 29, 2014  
7:00 PM – 8:30 PM  
Heritage Landing, 415 1<sup>st</sup> Street North**

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

**Absent:** Brent Nelson

- I. October Board Meeting called to order at 7:00 PM
- II. October Board Meeting Agenda Approved
- III. September 24, 2014 Board Meeting Minutes Approved
- IV. Council Member Presentation – Council Member Jacob Frey
  - Conservancy for The Yard has been set up; the list has been narrowed to three “world class” designers
  - An RFP has been issued for the Nicollet Hotel Block; the three goals are for the project to be iconic, to be 20 stories, and to maintain a substantial amount of green space
  - Plans for the Hines building to be constructed behind Dock Street Flats is underway; right now a patina exterior and timber frame structure are being considered- “its awesome”
  - Efforts being made to eliminate barriers to voting including no excuse absentee voting, extended voting hours, and Souls to the Poles; 2 items in particular on the ballot: 1) 70/30 liquor institutions, and 2) increasing the filing fee for candidates – Council Member encourages everyone to vote “yes” for each
  - Lots of development taking place on the east side of the river including two 30-story buildings
  - Council Member is very supportive of crosswalks; several neighbors suggested a crosswalk at 8<sup>th</sup> and Washington; Council Member suggests that if were a City road rather than a County road, a crosswalk would already be in place, but suggests contacting the County Commissioner
- V. Finance Report – Mike Faulk
  - August 2014 Account Activity and Summary are reviewed:
    - Checking: -\$200 for Accounting, -\$500 donation to National Night Out, +\$500 website advertising; Balance = \$11,978.62

- Savings: +\$60 for finance charge refunds, +\$0.12 for interest; Balance = \$8,051.76
- September 2014 Account Activity and Summary are reviewed:
  - Checking: -\$200 for Accounting, -\$500 to Amber Woller, -\$915 to Lillan Burg for taxes, +\$28.83 Explore the North Loop Income; Balance = \$10,392.45
  - Savings: +\$0.13 for interest; Balance = \$8,051.89
- October 2014 Account Activity as of October 17 is reviewed:
  - Checking: -\$200 for Accounting, -\$288 for website costs, -\$500 donation to YouthLink, -\$623 for Insurance, +\$546.82 Explore the North Loop income
- 2012-13 CPP funds are reviewed in some detail. The total 2012-13 CPP fund balance is \$35,212.72.
- 2014-2016 CPP fund balance is \$115,079. \$9600 of this amount has been received by the North Loop as an advance.
- **A motion is made and approved to accept the October Finance Report. (JR, Diane)**
- David reminds the Board that Mike is moving out of the neighborhood, and the Board thanks Mike for his service; Mike states that the North Loop is a nice place to live due to the Board's actions

#### VI. Neighbor Comments

- Molly, interested neighbor: Molly lives in ElseWarehouse and is enjoying the North Loop; she is partnering with CrossFit Minneapolis to open a hybrid CrossFit/yoga studio in the Gurley Lofts building- "Alchemy Fitness Studio"; attended meeting to learn more about the neighborhood
- Sydney, representative from The Paxon: Sydney described the new 139-unit, 5 story luxury apartment building currently under construction; they have been enjoying getting to know local businesses and the community; hoping to open in mid-January
- Scott Woller, Corner Coffee: Corner Coffee will be hosting the North Loop Hayride on November 15 from 10 AM – 12 PM; see flier at the end of the meeting notes
- Jane Pattinson, concerned neighbor: Jane promotes a safe environment for women and children in the neighborhood; would like to address some of her concerns about her experiences living in the neighborhood; it is noted that Jane's experiences do not always represent that of other neighbors; Jane is, again, encouraged to attend the Block Club meetings

#### VII. Committee Reports

##### A. Marketing and Promotions – Scott Woller

- Scott reports that Explore the North Loop took place on Saturday, October 11, and was a success; 154 people participated and \$810 was raised; the event will not be scheduled the same day as the Zombie Pub Crawl again ("lesson learned"); scheduling the event to align with Explore Downtown may be advantageous in the future; Karen reports that it was "an amazing event"

B. North Loop Business Association – Brent Nelson

- No update

C. Website Update – Diane Merrifield

- Diane distributes the North Loop Website Report (December 2013-September 2014) included at the end of the meeting minutes; Diane reports that the numbers continue to rise- which is fun to see; 2655 visits were recorded for September 2014 compared to 2567 visits in August 2014 and 1296 visits in December 2013; referral sources for September include MailChimp, Visit-TwinCities, Minneapolis.cities2night, and National Bone Marrow Program; Diane notes that changes to the website don't always come through so it is important to pay attention once something goes live; 16 "contact us" include a number of new businesses that want to be added to the directory are reported; Diane learned that Google Maps does not have a map of the North Loop so she contacted Google, but states she does not know the outcome of the request

D. Planning & Zoning – DJ Heinle

- Bachelor Farmer Expansion: Eric Dayton reported on plans to expand the restaurant into the adjacent space for a café; **a motion is made and approved to support this project**
- Hines Office Building: "T3" concept includes timber, transit, and technology; retail is planned for the first floor with office space above; timber, steel and maybe copper to be used; plan to start early 2015 and open in 2016; **a motion is made and approved to support this project (Fritz, Scott)**
- Brave American (Muse operator): **A motion was made and approved to support continued dialogue with Planning + Zoning. (Diane, Mike; Karen abstains)** Planning + Zoning requested greening/facade softening improvements be made, and Brave American was receptive to the request
- St. Anthony Fall Alliance: The Alliance is a "multi-neighborhood look at opportunities to use St. Anthony Falls to create hydro-power issues." Jill Voss is interested in representing the North Loop, but a Board Member could represent the neighborhood, too. The Board determines that Jo Voss will be the North Loop representative.
- Pedestrian Update: The Board recently identified and prioritized a list of intersection improvement recommendations. The City executed some less expensive intersection improvements, and is supportive of the remaining recommendations, but does not have the funds to execute. The Board asked the City to provide cost estimates for the remaining recommendations, which they did on a line item basis. Supporting all the efforts including the addition of a light at 8<sup>th</sup> and Washington was suggested at the September Board meeting; **A motion was made and approved to issue a letter to the traffic department requesting cost estimates for further improvements.**

G. Livability – Greening & Lighting Update – Fritz Kroll

- No update

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

- No update

I. Safety and Livability – Phil Ailiff

- Theft from motor vehicle continues to be on the rise; 6 incidences on October 21 and another on October 22; a handgun was taken in one of these thefts; happening in surface lots and controlled garages
- A homeless person has been “camped out” at 3<sup>rd</sup> and Washington (IPR Building); St. Stephen’s is aware of the situation and is trying to find her housing; the owner of the property will be putting up “No Trespassing” signs to give the police more latitude
- Next Block Club Meeting will be Wednesday, November 12 at 6:00 PM at Dunn Bros on Washington; again – Phil encourages neighbor Jane Pattinson to attend meeting
- Next Pedestrian Advisory Committee Meeting planned for Wednesday, November 5 from 4-6 PM in Room 333 of City Hall; crosswalks will be discussed
- Next Court Watch is scheduled for Friday, November 14 at 10 AM at the Main Library

J. Minneapolis Downtown Families Update – Adam Schiff

- The September 27 event was a “big success” with 50 families participating
- A winter event may be difficult to plan; a winter carnival is being considered; looking for additional ideas
- Two official groups to support the new school are being formed:
  - A Site Council; this is a prerequisite for any community school
  - “Friends of Webster”
- Thank you to the Board for all the help and support so far

VIII. OLD BUSINESS

A. Revolving Loan Fund Update – David Frank for J.R. Maddox

- CEE had previously collected a fee only when a loan closed, and therefore were not getting paid; the attempt to collect a flat fee caused CEE to go from 43 participating neighborhoods to 9 participating neighborhoods; CEE said thank you to the North Loop for doing paper work on time and being reasonable about the situation
- The funds are safe, but “in limbo” until the program officially closes
- All program references should be removed from the website

B. Farmers Market Advisory Group Update – Karen Lee Rosar

- No meeting
- Karen reads a letter the Minneapolis Farmers Market to YouthLink describing the \$500 donation from the North Loop Neighborhood Association in honor of Chef Landon Schoenefeld, who won the third annual Chef Challenge at the Minneapolis Farmers Market. A copy of the letter is included at the end of the meeting minutes.

C. 2020 Partners Update – Karen Lee Rosar

- An overview and history of the Farmers Market was presented and upcoming collaboration opportunities were discussed
- Mayo Clinic Square now open
- A district energy update was given by Hennepin County for expansion in the North Loop

D. DNG Update – DJ Heinle

- No update

IX. NEW BUSINESS

- New Board Member: **A motion was made and approved for Dave Decker to be the new Board Member** due to Mike Faulk's departure; Dave is happy to be back
- November and December Board Meetings:
  - The November Board Meeting will be on **Wednesday, November 19** from 7:00 PM – 8:30 PM (following the Planning + Zoning Meeting from 6:00 – 7:00 PM.)
  - There will be no Board Meeting in December.
  - Annual Board Meeting in January: please start to think about location, speakers, food, postcards/no postcards; to be discussed at November meeting
- A question is asked about the "hold up" on progress on the building behind Holiday; a comment is made that progress seems to start and stop, and it is asked if it is causing problems for Fulton Brewery. Planning + Zoning Committee Members will reach out for an update.

Meeting adjourned at 8:00 PM.

**CORNER COFFEE'S**

# **NORTH LOOP HAYRIDE**



[WWW.YOURCORNERCOFFEE.COM](http://WWW.YOURCORNERCOFFEE.COM)



**SATURDAY - NOVEMBER 15  
10:00 AM - NOON  
CORNER COFFEE  
514 NORTH 3RD STREET, MINNEAPOLIS**

**ALL AGES WELCOME  
GAMES - HOT CHOCOLATE - HOT CIDER - COFFEE**

**HAYRIDE IN THE CITY? WHY NOT!!!**

## North Loop Website Report (December 2013 – September 2014)

Source: Google Analytics

Summary	2013	2014								
	December	January	February	March	April	May	June	July	August	September
Total Site Visits/Sessions	1,296	1,567	1,449	1,817	2,331	2,019	1,945	2,483	2,567	2,655
Visits per Day	41.81	50.54	51.75	58.61	77.70	65.13	64.83	80.10	82.81	88.50
Unique Visitors/Users	1,055	1,198	1,082	1,467	1,928	1,621	1,539	1,988	2,019	2,036
Pageviews	4,622	5,900	5,203	6,290	8,154	7,517	6,959	8,792	8,327	8,917
Pages per Visit	3.57	3.77	3.59	3.46	3.50	3.72	3.58	3.54	3.24	3.36
Bounce Rate	47.53%	45.05%	51.90%	48.05%	47.88%	45.86%	46.94%	48.01%	51.27%	52.28%
% New Visitors/Sessions	77.70%	72.37%	68.39%	74.96%	77.18%	73.30%	73.06%	75.19%	72.11%	70.36%

**Visitor Flow:** Majority of visitors are coming to the site via the Home Page (most common pages visited include the directory, Explore the North Loop, About the North Loop, Stay in the Loop)

Geography	2013	2014								
	December	January	February	March	April	May	June	July	August	September
United States	98.15%	97.57%	98.14%	97.80%	97.77%	97.33%	97.69%	96.78%	98.32%	98.00%
Minnesota	75.54%	81.10%	80.68%	78.37%	74.10%	74.34%	74.70%	76.48%	75.89%	78.53%
Minneapolis	39.89%	48.12%	47.34%	42.10%	38.74%	42.55%	41.44%	43.90%	46.12%	45.01%
St. Paul	5.86%	4.02%	4.76%	6.49%	6.52%	5.25%	4.01%	5.24%	4.32%	4.37%
Suburbs/Outstate	29.78%	26.99%	28.57%	29.77%	28.83%	25.66%	29.25%	27.35%	33.52%	29.15%

Device	2013	2014								
	December	January	February	March	April	May	June	July	August	September
Desktop	69.52%	73.58%	75.29%	74.46%	69.15%	72.46%	66.38%	67.62%	63.62%	67.72%
Mobile	18.90%	16.21%	15.67%	16.84%	18.83%	19.17%	24.01%	21.95%	26.84%	23.09%
Tablet	11.57%	10.21%	9.04%	8.70%	12.01%	8.37%	9.61%	10.43%	9.54%	9.19%

Traffic Source	2013	2014								
	December	January	February	March	April	May	June	July	August	September
Organic search (search engines)	72.15%	66.50%	68.05%	66.98%	69.93%	68.06%	74.55%	72.01%	72.03%	64.75%
Direct to Northloop.org	18.29%	24.63%	18.91%	20.42%	18.88%	19.01%	14.96%	15.51%	18.23%	22.41%
Referral from other site	9.18%	8.23%	10.77%	11.12%	8.28%	11.05%	7.25%	11.20%	8.10%	9.11%
Social media	.39%	.64%	2.28%	1.49%	2.92%	.07%	3.24%	1.29%	1.64%	3.73%

\* Top September referral sources included MailChimp (49) Visit-TwinCities (22), Minneapolis.cities2night (20), National Bone Marrow Program (20).



CENTRAL MINNESOTA  
VEGETABLE GROWERS ASSOCIATION

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September 12, 2014

YouthLink  
41 North 12<sup>th</sup> Street  
Minneapolis, Minnesota 55403  
Atten: Kathleen Smith

COPY  
COPY

Dear Kathleen,

Enclosed please find a donation of \$500.00 to Youth Link from the North Loop Neighborhood Association (NLNA) in honor of Chef Landon Schoenefeld, who won the third annual Chef Challenge at the Minneapolis Farmers Market.

Chef Schoenefeld of Minneapolis' Haute Dish restaurant won the title "Master of the Market" in this August 16<sup>th</sup> competition sponsored by the Central Minnesota Vegetable Growers Association (CMVGA), the growers who run the Minneapolis Farmers Market. NLNA graciously signed on as the charitable sponsor, awarding \$500.00 to YouthLink in honor of the winning chef.

This contribution will assist in the advancement of Youth Link's mission and goals of youth empowerment, self-sufficiency and connectedness by offering cooking lessons focused on quick and easy meals using local ingredients.

We are pleased to work with the NLNA in supporting YouthLink with this charitable contribution.

Sincerely,

Sandra Hill, Communications Director  
Central Minnesota Vegetable Growers Association/  
Minneapolis Farmers Market

Cc: North Loop Neighborhood Association ✓