



**NORTH  
LOOP**  
NEIGHBORHOOD

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**North Loop Neighborhood Association  
Planning & Zoning Meeting Notes  
October 23, 2019  
6:00 P.M.**

**Colonial Warehouse Conference Lounge, 212 3<sup>rd</sup> Ave N**

1. October Planning & Zoning Meeting was called to order at 6:03 P.M.
2. 9 of 14 committee members were in attendance: Irina Brown, David Miller, Jo Vos, Alice Eichholz, Missy Rotterdam, Bob Hinrichs, Francesco Parisi, Joe McErlane, and Matt Sharkey-Smith.

Councilmember Fletcher and the City of Minneapolis Business Regulation department were also present.

3. **Motion is made by David, seconded by Alice, and unanimously approved by the Board to approve the August meeting minutes with no changes.**
4. Tonight's meeting will take the format of a public hearing regarding the new nightclub – Privileged – located at 400 3rd Ave N. Elite Entertainment is here to present a revised security plan and general overview for Privileged. They are also requesting a letter of support for their liquor license.
  - a. Timeline: They hope to go in front of City Council next month for liquor license approval, and subsequently open around Thanksgiving.
  - b. 21+ nightclub strongly focused on a 30+ crowd. Providing 70s/80s funk (working with Prince's former DJ), top 40s, pop, rock, and R&B. Looking to bring back the Thursday night and First Ave crowd.
  - c. Hired Bobby Battle security management company. Their security plan is provided at this meeting.
    1. Also working with Sargent Jon Edwards. Minimum two police officers on-site each night in addition to a minimum of 8-9 security guards at entry points and walking the sidewalks, as well as within the establishment. Security guards will rotate posts frequently.

1. Background checks will be run on all security guards, as well as all staff.
- d. Maximum occupancy is 540.
1. If they are at capacity, there will be 12-15 security guards on-site.
  2. The security management company will be on-call and ready to provide additional security at a moment's notice.
- e. Questions/concerns from P+Z:
1. Clean-up plan?
    1. Security guards will sweep the area around their building and clean up every night.
  2. Background of the Elite management team?
    1. Rachel Boyd, owner – Real estate and paralegal.
    2. General Manager – Banking and loss prevention. Also has prior security experience working front doors, scouting IDs, bottle service, etc.
  3. Is there an internal incident reporting system?
    1. Yes, they will have an incident reporting system, including a formal trespass system.
  4. What buildings surround the nightclub?
    1. Residential spaces.
      - a. Elite will work with an acoustics specialist for noise management.
  5. How will they manage the crowds from Twins games?
    1. They don't anticipate many issues, though they will reach out to the Twins to gather some ideas on crowd management.
    2. There will be ~20 staff working at all times, in addition to security personnel.
  6. Dress code?
    1. They want "good-looking" customers – customers will be admitted into the club at the discretion of the doorman.
  7. How long is security footage held?
    1. 30 days.
- f. Questions/concerns from neighbors:
1. Who is training the security guards? Who is the security company?
    1. Ongoing contract with Bobby Battle licensed security company who hires all security personnel, runs background checks, and provides ample training – checking IDs, how to look for customers who are too drunk, etc.
  2. Concern about folks who wander outside of the club after close and wield weapons and/or engage in altercations on the streets. Who is in charge of security after bar close?
    1. Councilmember Fletcher: Police responsibility falls on the City of Minneapolis at bar close. Elite Entertainment will need to attract the right crowd to discourage any violence from spilling out into

the streets, but the City will also need to police that area more heavily.

3. Who holds Elite Entertainment accountable to their security plan?
    1. The City of Minneapolis. They do evening security checks and also track 311 and 911 calls.
  4. What renovations will be done to the inside of the building? How will the interior/exterior attract a high-class 30+ crowd? Currently the building is drab.
    1. They are working to make the environment more inviting, but that business plan is not provided at this meeting.
  5. What will Elite do if their business plan doesn't go well? How many complaints does it take for the City to yank a liquor license?
    1. The City's first step is to issue a violation, then a citation, and then the business will sit with the City to discuss infractions and set new conditions for the business to operate under. These conditions are above and beyond the City's ordinance.
      - a. It does take a lot of complaints in order to yank a license. It is a lengthy process with the City and in court.
    2. Their business plan is outside the scope of this meeting and will not be discussed. However, neighbors suggest that they fix up the interior and exterior of the building and discover what makes their business special to the North Loop. In addition, they should add valet parking in order to free up street parking in the neighborhood and monitor vehicles.
  - g. Next steps: Elite will be back to present at P+Z with Councilmember Fletcher 2-3 months after opening to provide an update and address additional concerns.
5. Committee Business
    - a. P+Z will send Elite a thank-you letter for presenting at this meeting, and suggest that they come back in January for an update.
  6. Neighbor Comments
    - a. No other comments from neighbors.
  7. The next meeting will be held on Wednesday, November 20, 2019.

Adjourned at 7:38 P.M.