

**North Loop Neighborhood Association**

**Board Meeting Notes**

**February 26, 2020**

**7:00 P.M.**

**Colonial Warehouse Co-Working Lounge, 212 3rd Avenue North**

10 of 11 Board members were in attendance: Tim Bildsoe, David Crary, Diane Merrifield, Mike Binkley, Scott Woller, Jenn Brewington, Ron Sliwinski, Dana Swindler, Francesco Parisi, and Bri Sharkey-Smith.

Neighbors in attendance: Representatives from Delta Sky Magazine, Arbor Day Festival, Minneapolis Parks & Rec, and Tower Lofts.

1. February Board Meeting called to order at 7:02 P.M. by Tim.
2. **Motion is made by Diane, seconded by David, and unanimously approved by the Board to approve the Board meeting agenda with no changes.**
3. **Motion to approve the January Meeting minutes will take place at the March Board Meeting.**
4. Neighborhood Engagement
   1. Marsha from Delta Sky Magazine – Publisher for Delta Airlines
      1. Creates profiles for Delta Sky Magazine about markets across the region/nation that may be overlooked, which encourages people to relocate or do business in those places.
         1. These profiles are also re-printed as free-standing publications.
         2. Utilizes writers that are local to the profiled area.
         3. Local businesses can pay for ads surrounding the editorial piece.
            1. Print advertising rates start at $2,000 and cap at $18,000 for a full page.
      2. Marsha wants to feature the North Loop in the July 2020 issue, in a Minnesota-centric editorial piece. Use the North Loop Neighborhood Association to get the word out about advertising opportunities.
         1. Contact Marsha to contribute editorial content and/or claim advertising space.
            1. 612-373-9602
            2. mhedlund@deltaskymag.com
      3. Minnesota is the second largest global hub for Delta (second to Atlanta).
      4. Delta Sky Magazine has 6.3 million monthly readers.
   2. Arbor Day Festival
      1. Tree-themed celebration, games, entertainment, and engagement hosted by the Minneapolis Park Board and Brewing a Better Forest on the last Friday in April.
         1. Green Minneapolis will be coordinating the Adopt-a-Tree program.
      2. Typically takes place in a park, but this year will take place in the North Loop. From 5th - 10th streets.
      3. 4-8pm on the street. 8-10pm afterparty at Modist.
      4. All breweries in the North Loop aside from Freehouse (they had a conflict) will create tree-themed beers for the event. A portion of those proceeds will be donated to Brewing a Better Forest, a small nonprofit dedicated to planting trees in the area.
      5. Mike shared the festival on NLNA’s Instagram, and it received over 500 likes, the most-liked post on NLNA’s Insta-account.
      6. There will be a coordinated marketing, sponsorship, and promotions effort 6 weeks in advance of the event. Advertising opportunities will be available.
5. Election of Board Officers
   1. David Crary, treasurer. **Motion is made by Ron, seconded by Mike, and unanimously approved by the Board to elect David Crary as treasurer of the NLNA Board.**
   2. Tim is nominating Jackson Schwartz for secretary. Jackson is not present, but Tim will speak with him privately. **Motion is made by Tim, seconded by Scott, and unanimously approved by the Board to elect Jackson Schwartz as secretary of the NLNA Board.**
   3. Tim Bildsoe, president. **Motion is made by Scott, seconded by Dana, and unanimously approved by the Board to re-elect Tim Bildsoe as president of the NLNA Board.**
   4. Diane Merrifield, vice president. **Motion is made by Scott, seconded by Jenn, and unanimously approved by the Board to re-elect Diane Merrifield as vice president of the NLNA Board.**
6. Finance Report
   1. Financial report sent via email.
7. Secretary’s Report
   1. No Secretary’s report.
8. NLNA Priorities and Committees
   1. Community Engagement
      1. Civic and Service (Bri)
         1. Host candidate forum in early August for House Rep race.
         2. Voter registration drives.
         3. Census.
      2. Social (Scott)
         1. Upcoming events:
            1. Candy Grab

– Saturday, April 11

– Budget is $1,000. Call for sponsors.

– **Motion is made by Scott, seconded by Diane, and unanimously approved by the Board for NLNA to make a $650 investment in the event (same as 2019).**

b. Food Truck Fair

– Sunday, May 17

c. Earth Day Cleanup

– Saturday, April 25

– Goal is to have 200 people cleaning for one hour.

d. In 2020, the Community Engagement goals are:

1. Every North Loop resident attend at least one event in the neighborhood
2. The Board has the opportunity to connect and hear from neighbors at events.
3. People connect with neighbors at all events.
4. North Loop businesses have an opportunity to connect with neighbors at all events.

b. Communications (Diane & Mike)

1. Meeting with website manager Jameson and Ovative Group to see how they can help with NLNA communications and to create a map app for the North Loop.
2. Mike working on creating more push notifications.
3. Exploring an increase in the price of and structuring of digital sponsorships and advertising.

c. Trash Pick-Up (Tim)

d. Neighborhood Safety

1. Pedestrian (Dana, Ron & Tim)
2. Personal (Dana, Ron & Tim)

e. Parks & Beautification

1. Trees (David)
2. Community Gardens (David)
   1. Park Board has not yet signed off on the Connection Park, due to the Park Board’s failure to meet quorum. North Loop Commissioner was not present at the Park Board meeting.
   2. Welcome Park Monument will be installed before April 2.
      1. James J Rice Park (David & Bri)
      2. Sustainability (David & Bri)
      3. Trash Cans (Tim & David)

f. North Loop Dog Park

1. Maintenance and Management (Mike & Jenn)
2. Create a fun and Instagram-able banner for the Park.
3. Perhaps throw a dog park party with local breweries (“Barks and Brews”, “Yappy Hour”) to raise money for the park.
4. Look into grant opportunities as well. Pet Safe has a grant up to $5,000 due in May.

4. Create North Loop dog leashes and/or bandanas.

5. Connected with a professional animal behaviorist to plan any alterations needed for the park.

g. P+Z Committee

1. Committee Meetings (Francesco & Ron)
   * + 1. 13/14 P+Z Committee members are returning to the committee for 2020. Two open spots available for a total of 15. **Motion is made by Scott, seconded by Diane, and unanimously approved by the Board to elect Eric Mahn and Ron Sliwinski to fill the two open positions on the P+Z Committee.**

2. Historic Preservation (Francesco & Ron)

h. Public Art

1. New & Existing (Mike & Francesco)

i. Business Engagement

1. Activities Defined (Jenn & Dana)

j. Parking

1. Activities Defined (Tim, Jenn & Dana)

k. North Loop Root District

1. Activities Defined (Jackson)

l. Financial Security

1. Activities Defined (Tim)

1. Unfinished business
   1. No unfinished business.
2. New Business

a. **Motion is made by Ron, seconded by Dana, and unanimously approved by the Board to submit the NLNA Annual Report.**

1. The next board meeting will be held on Wednesday, March 25, 2020.

**Adjourned at 9:02 P.M by Tim.**