



**North Loop Neighborhood Association
April Board Meeting
Date: 4/26/2023
Time 6:00pm
Colonial Warehouse
[Zoom](#) Link**

1. 10 of 11 Board Members in attendance: Diane Merrifield, David Crary, Margee Lancaster, Cristy Blake, Shayla Frechette, Blake Peterson, Sarah Traczyk, Scott Woller, Pat Dawson, Ericka Jones
 - a. Board Members Absent: David Kisan
 - b. Guests in attendance: Shannon Fitzgerald [NuLoop Partners], Emmett Houlihan & Josh Donnelly [BKV Group], Kristi Hamilton, Jane Pattinson, CM Michael Rainville, Henry Jarvenin, Christine with Form+Content Gallery
2. Meeting is called to order by Merrifield at 6:00 pm
3. **Merrifield calls for a motion to approve the April Agenda- Crary makes a motion, Dawson seconds the motion, the board passes the vote unanimously.**
4. **Merrifield calls for a motion to approve the March meeting minutes. Woller makes a motion, Traczyk seconds the motion, the motion passes unanimously.**
5. Neighborhood Engagement (North Loop Neighbors and Guests)
 - a. CM Michael Rainville Update- Henri Jarvenin
 - i. Pedestrian-safe crosswalks are coming on Washington, corner of 7th and 8th, the first week of May 2023, weather-dependent.
 - ii. Will improve pedestrian safety
 - iii. Walkthrough neighborhood to diagnose safety issues May 6th
 - iv. NOLO Rooftop Update
 - b. Shannon Fitzgerald - Executive Director of NuLoop Partners

- i. NuLoop Partners put together the development of Target Field/ surrounding features, business membership organization focused on land development
- ii. Works on the “Root District”, Olson Memorial, 94, 7th Street industrial area, one of the last non-developed spaces in downtown Minneapolis
 - 1. Looking to make “Roots” district more accessible to the North Loop.
- iii. Vertically-integrated food district. Where are the gaps in our food sector? Working with Naturally Minnesota, Homegrown Minneapolis, to research co-manufacturing
- iv. Three Pillars: Sustainability, Equity, Creativity
 - 1. Equity- Trying to draw in other neighborhoods including Harrison & North and other surrounding neighborhoods.
 - 2. Sustainability- In cohort with Urban Land Institute, studies other means of Energy use, will pull from HERC but also studying other energy sources.
 - 3. Creativity- A draw, more than just an industrial area. Art, Music, etc.
- c. Emmett Houlihan & Josh Donnelly - BKV Group
 - i. North Loop Parklet Study, express purpose providing ‘parking spaces’ to community groups to do with what they will, envision.
 - ii. They want to use parklets as rideshare drop off location to relieve congestion from drop-offs off of Washington.
 - iii. Other cities have implemented these to great effect.
 - iv. Minneapolis considers Parklets differently from Street Cafes, Street Cafes will usually have a business attached.
 - v. Would like community feedback.
 - vi. Next steps include: feedback, see what people are excited about, more research, communication with rideshare providers and NLNA.
 - vii. Is looking for the NLNA to maintain the parklets, provide funding
 - 1. Would need to fundraise, Michael Rainville suggests businesses should fund this.
 - 2. Micheal Rainville to bring this up in meeting with someone helping with rideshare issues in Warehouse District.
 - viii. Survey exists, will share on social media and in NLNA newsletter.

6. Finance Report (Lancaster)

- a. Balance Sheet & Income Statement
 - i. First Quarter financial will be done by early in the first week of May.
- b. 2023/2024 Budget Update
 - i. Budget shrank, EEF dollars \$10-11K this year, needs to be spent before year end.
 - ii. Come up with ideas for BIPOC community and Renters by May or June 2023, deploy second half of June.

- iii. Dawson has some ideas for how to generate additional funds besides city funding.
- c. Interviewing candidates for Accountant/Bookkeeper.

7. Board Reports

a. Funding Strategies

- i. Operation Grow Together: presentation on how to raise funds for neighborhood
- ii. Points of Need
 - 1. Relieve NLNA dependency on City for Funding
 - 2. Raise funding without restraints from City funding
- iii. Two Options to Monetize untapped NLNA Assets
 - 1. Fee Based (Merchandise)
 - a. Develop a merchandise line.
 - b. Work with NL to co-create experience packages.
 - c. eCommerce system for online sales, direct sale.
 - 2. Sales Based (Coupon Book)
 - a. Develop look.
 - b. Reach out to NL businesses.
 - c. eCommerce system.
- iv. Next Steps
 - 1. Gather input from board and update model
 - 2. Float concept to Rainville during May 1st meeting.
 - 3. Explore concepts with merchants to get their feedback and adjust accordingly.
 - 4. Can NLNA work fundraising in with events?
 - 5. Conversation with neighborhood merchants.
 - 6. Neighborhood resident comments on commercialization.

b. Neighborhood Engagement (Community, Civic, Business)

- i. Earth Day Cleanup Recap - great turnout, pros and cons review
- ii. 2023 Event/Activities Calendar
 - 1. Food Truck Fair - July 16th @ Bassett Creek parking lot / North Loop 3rd Street Park
 - a. Butcher and the Boar partnering with NLNA for beer garden
 - b. Food Trucks registration - 29 so far, 36 is goal. Registration fees cover cost of event.
 - c. Provided link to registration
 - d. Need a fundraising team, meeting to discuss TBD.
 - e. Need about 100 volunteers
 - 2. Candy Grab - successful
- iii. Map/wayfinding brochure/interactive - being distributed
- iv. North Loop Kids (Frechette) - Frechette met with Charise & David Kisan
 - 1. Great response to Candy Grab.
 - 2. First Saturday Meet-Ups at James Rice Park.

3. More event brainstorming.
 4. Adding a tab to the Facebook group on NLNA website.
 5. Sent out first email to those who signed up.
 6. Need to decide what committee this belongs to.
- v. Business Engagement (Blake)
1. NLNA wants to demonstrate value to businesses in NL.
 2. Engage with all 140+ businesses, using tool kit.
 3. What do businesses think of upcoming events?
- c. Communications (Frechette)
- i. May Newsletter
 1. Includes NL Kids, Service Saturdays, board meeting time updates, construction, parklets, farmers market, crosswalk updates.
 2. Sent out by May 1st.
 - ii. Communications Strategy/2023 Plan
 1. More efficient way of communicating internally as an association.
 2. Protocol of who is responsible for bringing in handouts.
 3. Clean-Up internal rules of engagement and operations.
- d. Planning + Zoning Committee (Peterson)
- i. Committee Update (presentations/letters of support/board approvals)
 1. Intersect - NO UPDATE.
 2. NOLO presented about rooftop changes.
 3. Letter of support for Commutator Foundry - New concrete structure pm repps to meet code, need a new letter of support to accommodate this. committee recommends the board approves the letter. **Blake motions to approve letter of support for commutator foundry. Woller seconds this motion, the motion is approved.**
 - ii. New Subcommittee- Commercial Uses led by Mollie Scozzari.
- e. Safety + Livability (Jones, Crary)
- i. Washington Avenue Pedestrian Safety Project Update.
 - ii. Database Project Update.
- f. Parks + Placemaking (Crary, Kisan)
- i. Committee Update/2023 Priorities - NO UPDATE.
 - ii. Trees (2023 Strategy)
 1. Blake put together a document about what the city can do differently to not waste money and time.
 2. Met with DID about how to care for the trees, protect them.
 3. Interested in partnership with Twins because of its reputation as the 'greenest ballpark in America'.
 - iii. Superintendent Bangoura Meeting/Follow-up Letter - Awaiting response
 - iv. Avivo Partnership Update
 1. Staff Turnover, waiting for more people to get started. To get going on a weekly basis, two weeks from now.

8. Old Business

a. Board Meeting Locations

i. Proposal presented by WeWork. NLNA to consider the offer and give a counter proposal.

ii. Discussed other potential locations to connect with.

b. Board Secretary- Still need to fill this position.

9. New Business

a. Thank you Brittany!

10. The Board adjourns at 8:07 pm