



North Loop Neighborhood Association
May Board Meeting
Date: 5/31/2023 – Time 6:00pm
TractorWorks Meeting Room (800 N Washington Ave)
[Zoom](#) Link

1. 9 of 11 Board Members in attendance: Diane Merrifield, David Crary, Cristy Blake, Shayla Frechette, Sarah Traczyk, Scott Woller, Pat Dawson, Ericka Jones, David Kisan
 - a. Board Members Absent: Margee Lancaster, Blake Peterson
 - b. Guests in attendance: Mike Binkley, Amanda Kelzenberg (Zoom)
2. Meeting is called to order by Merrifield at 6:02 pm
3. **Merrifield calls for a motion to approve the May Agenda- Dawson makes a motion, Crary seconds the motion, the board passes the vote unanimously.**
4. **Merrifield calls for a motion to approve the April meeting minutes. Dawson makes a motion, Woller seconds the motion, the motion passes unanimously.**
5. Neighborhood Engagement (North Loop Neighbors and Guests)
 - a. No neighbor or guest comments
6. Finance Report – Lancaster
 - a. Balance Sheet & Income Statement
 - i. Food truck event has raised \$3,600 so far.
 - ii. By the end of the week (5/31) roughly \$10,000 from truck registration will have been raised.
 - iii. It would be great to get more sponsors – please let Scott and Diane know if you know of potential sponsors and willingness to reach out to them.
 - b. 2023/24 Budget Update
 - i. Lancaster interviewed candidates for Accountant/Bookkeeper and recommended Christie Rock Hantge
 - ii. **Merrifield makes a motion to appoint Christie as Bookkeeper, Woller seconds the motions, the motion passes unanimously.**

7. Board Reports

a. Business Engagement Strategies - Blake

- i. Met with two volunteers to plan for business outreach in relation to fundraising.
- ii. Blake felt it would be important to start with two groups:
 1. Influencers and Friends
 - a. Reach out to those that have a relationship and are likely supporters – start to build awareness of funding needs..
 2. New Businesses
 - a. When a new business asks for support, NLNA would follow with a welcome kit and introduce them to sponsorship opportunities.
 - b. 'Welcome New Business' section in Newsletter with link to website/socials etc.
- iii. Business Engagement Committee
 1. Blake suggests starting with board members for the business engagement committee and then introducing volunteers over time.
 2. Goal is to identify businesses with whom board members have relationships in a Google Doc.
- iv. Newsletter Additions
 1. Woller mentions including articles/stories in newsletter as opposed to advertisements.
 2. A Communications strategy session needs to be scheduled to help set the course for all channels..
- v. Are there funds for this subcommittee?
 1. A ticketed breakfast event for fundraising would help raise funds, and attract more attendees.
 2. Event would be focused on engaging businesses and educating them on the role NLNA plays in the neighborhood.

b. Funding Strategies Update - Dawson/Kisan

- i. Dawson had a conversation with CM Rainville about getting business sponsors, as people haven't been buying sponsorships for the Food Truck Fair.
- ii. Dawson believes there should be a pay-to-play philosophy.

c. Database Update - Dawson

- i. Needs to find a replacement for the database manager.
- ii. Are there funds in the budget to maintain the database?
 1. NLNA paid \$5,000 for last database update, Woller says we shouldn't spend that much.
 2. Jones suggests we need a coordinator to help automate this process to free up time. Its an investment that the NLNA needs to

commit to, to help the association make decisions. Additionally, Jones says it will help with continuity as board members leave and new ones join.

3. Ericka suggested we explore strategic engagement grants.
4. Dawson to address how NLNA supports database support going forward..

d. Neighborhood Engagement (Community, Civic, Business)

i. 2023 Event/Activities Calendar

1. Merrifield will send latest version of internal calendar to the board.

ii. Map/wayfinding brochure/interactive

1. Woller says we need to prioritize getting the maps out, both to businesses/convention center, as well as distributed at the Food Truck Fair.

iii. North Loop Kids (Frechette)

1. Going extremely well, Frechette has agreed to take that on as committee chair.
2. Karise and Diane have met with North Loop Green, Pacifier, Farmer's Market about hosting events and activities.
3. Added a North Loop Kids page to the website.
4. First event was rainy and was held in the playroom at Corner Coffee. It was a great success.
5. Next one is Saturday June 3rd at James Rice Park.

iv. Food Truck Fair (Woller)

1. Currently 39 Trucks registered, and 36 paid.
2. Woller is hoping for costs to be covered by truck and retail registration.
3. City costs have almost doubled. Need to address the challenge of rising costs, making neighborhood events more difficult to fund.
4. No need for more food trucks, but there is room for artists and retailers. \$150 registration fee. They need to bring their own tables.
5. Volunteers needed for setting up, hosting during event, and cleaning up afterwards.
6. Merrifield suggests a list of sponsors, sorted by level of sponsorship with links to business websites, on website.
7. Need to confirm that grass is being watered beforehand. People keep requesting green spaces in the North Loop.

v. Service Saturdays

1. Going to try doing a neighborhood-hosted brunch at Cuzzy's afterwards on the 10th of June for people who are a part of Service Saturdays.
2. The goal is to create a social environment, and deeper engagement within the neighborhood.
3. Trash at 9:30 AM, Park at 10:00 AM, Cuzzy's afterwards.

e. Communications (Frechette)

- i. June Newsletter - Frechette
 - 1. Will be sent out on Friday because of the NL Kids event on Saturday, needs addition by then.
 - 2. Will be talking about NL Kids, Self-Defense event, Cuzzy's brunch, Food Truck fundraising, and will include a QR code for NLNA donations.
 - 3. Update board meeting location for future meetings
- ii. Website - Merrifield
 - 1. Merrifield added a NL Kids section to the website as well as a donation pop-up.
- iii. Strategy/2023 Plan - Frechette is developing.
- f. Planning + Zoning Committee (Peterson)
 - i. Committee Update (presentations/letters of support/board approvals)
 - 1. On-Sale Liquor License - Daniel Del Prado asks for board's approval of letter of support.
 - 2. Thr3 Jack wanted to let the NLNA know about the calendar of events they have.
 - ii. Subcommittees
 - 1. Created a new subcommittee for charter updates to address attendance concerns for quorum.
 - 2. At last meeting, voted to send letters to members who have missed 4 consecutive meetings. Gave them a week to respond before they remove and replace them on committee.
 - 3. Will come back in July with proposals.
- g. Safety+Livability - (Jones, Dawson, Cray)
 - i. Washington Avenue Pedestrian Safety Project Update - Cray
 - 1. Did neighborhood walk with CM Rainville, 10 residents pointed out safety concerns they wanted him to be aware of.
 - 2. Aileen Johnson is looking for more community engagement in the North Loop Safety Group walks.
 - 3. Jones says 2nd Street is a serious problem, and pedestrian safety needs to be addressed.
 - 4. There is potential for another walk with Rainville down 2nd Ave to highlight the problem areas.
 - ii. Committee Update - Status, Next Steps - Jones/Dawson
 - 1. Met with BKV about parklets, Dawson and Jones asked them about how to prioritize things – BKV is looking to NLNA for funding. The parklets that already exist are city-funded.
 - 2. They agreed they would come back with a list of priorities, CM Rainville to attend next meeting on the 5th.
 - 3. Self-Defense workshop on June 24th, Dawson wants to encourage attendance, no-level of fitness required.

- h. Parks + Placemaking (Crary, Kisan)
 - i. Committee Update/2023 Priorities - Crary
 - 1. Crary met with the park board, that wants to allow use of minimal herbicide in parks, but needs approval from NLNA.
 - 2. **Crary motions to write a letter of support, Merrifield seconds. Motion passes unanimously.**
 - ii. Trees (2023 Strategy)
 - 1. No update on Avivo's interest in working with NLNA to water trees.
 - 2. Blake says we need to decide if we want to spend money on watering. There is \$5,000 left over from last year, and that might hold NLNA over for the time being.
 - 3. **Woller makes a motion for up to \$5,000 for tree watering, Crary seconds, motion passes unanimously.**
 - 4. **Woller makes a motion for up to \$200 for fencing for shrubs for rabbit problem. Crary seconds, motion passes unanimously.**
 - iii. Superintendent Bangoura Meeting/Follow-up Letter – Crary has been following up and is awaiting response
 - iv. zAmya/Avivo Partnership Update
 - 1. Partnership approved, Pat and Ericka are taking that on.
 - 2. zAmya was awarded \$25,000 from the city's Partner Engagement Fund in which NLNA partnered and will collaborate in the funded project.

8. Old Business

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

9. The Board adjourns at 8:05 pm