



Board of Directors Meeting Agenda

May 27, 2026; 6 to 7:30pm

1. 11 of 11 Board Members in attendance: Scott Woller, Andrew Morse, Louis Raymond, Ali Odenthal, Mary Binkley, Kyle Ingebrigtsen, David Crary, Diane Merrifield, Gwen Hollins, Matt Bruns, and Jeff Vranicar.
 - a. Guests in attendance: Alicia Bennett (virtual), North Minneapolis resident and area business owner
2. Meeting is called to order by Binkley at 6:02 pm
3. Binkley calls for a motion to approve the April meeting minutes. Odenthal makes a motion, Ingebrigtsen seconds the motion. The board passes the motion unanimously.
4. Neighborhood Engagement:
 - Mid-Year Re-cap & Priorities Review – Binkley
 - Review: started in crisis mode given Operation Metro Surge. NLNA has enacted feedback from Annual Meeting: trying to host affordable/free planned events, increased business engagement and collaboration opportunities.
 - Moving forward: North Loop is in a good position for continued business and social engagement opportunities, looking to provide more opportunities for residents. Parks and Public Art subcommittee feels stalled as a committee although lots of opportunities are available. Volunteer engagement has remained high. Litter continues to be an issue – Crary and Hollins looking to collaborate with city for community service opportunities to help with this.
 - Culture Meeting review:
 - Connecting with the Healthy Team goal, experiencing more delegation across board members. Coordinator has provided consistency.
 - Community Engagement – Woller
 - Event brainstorm meeting at 5:30pm on 6/18 at Corner Coffee, open to the public.
 - June event planning: Open House (6/13)

- Every realtor who has a condo for sale will do an open house. All realtors and apartment buildings have been invited. Not coordinating food/drink/volunteers for event. Goal is to showcase neighborhood living, help realtors and local businesses, and encouraging new partnerships.
 - Stone Arch Bridge Festival (6/20-21)
 - NLNA not planning to host a booth. Festival will be asking for volunteers, and NLNA plans to promote this in their newsletter.
 - Aug. 15 Field Day 9AM-12PM
 - Activities/location – Woller
 - Insurance quote still pending. Woller and Ingebrigtsen will meet to discuss further. Additionally inquiring about local gym sponsorships.
 - Hoping to host at 3rd St Park, secondary location could be the park off the Plymouth Ave N parking lot.
 - Will be able to host 34 teams at \$50 per team. Teams will rotate through various event stations.
 - Swap Event – Woller
 - Expecting to host in June or July at the Hewing Hotel.
 - Drawn Together – Binkley
 - Sidewalk chalk art event that encourages people to draw encouraging messages on the sidewalks. Will run the week of June 1st.
 - National Night Out
 - Anticipating hosting this at North Loop Green. Costco Pizza's worked well last year, will do this again for 2026. Event typically runs well, will continue with operations per previous years.
- Business Engagement – Ingebrigtsen
 - Wedding Fair/Corporate Event subcommittees
 - Meeting 5/28 to further discuss facilitation of corporate events in the neighborhood
 - Life in the loop: Social media campaign where posts including 3+ local businesses will be highlighted by NLNA. 10 winners will be chosen with \$50 gift card to NL business of their choice. Expense approved in previous board meeting.

- Key to North Loop – Binkley
 - Initiative to increase patronage of local businesses on Mondays, Tuesdays, and Wednesdays. Considering an “activation event” to launch. Planning to order 200 keys and expand, if needed. Businesses would be expected to commit for one quarter at a time, keys would be active for one year.
- Business Collaborative
 - Rolling out July 1st. Currently three tiers are proposed based on business investment. Ingebrigtsen looking to gain access to building directories from neighborhood office buildings to further engage with new businesses. Also planning to engage with Engage Schafer-Richardson as well.
- Parks – Crary/Morse
 - Zero Waste Initiative/5th Ave. Lofts – Crary/Binkley
 - Spoke with 5th Ave Lofts HOA. Organization is considering but still feel it is too early to commit.
 - Service Saturday volunteers – Morse/Crary
 - Continuing to solicit volunteers
- April Financials – Vranicar
 - Remained in budget for the month. Reviewed opportunities for fraud, encouraged board members to remain vigilant in their personal and NLNA-sponsored emails.
 - CDs opened
 - Smart camera + iPad purchased
 - Purchased. P+Z has been trained to use for outside presenters. Instructions included for assembly and set up.
 - Trash cans purchased, delivery in 8 weeks
 - Purchased 3 for delivery in late July. Will plan to place these in front of Rabbit Hole, Crisp and Green, and near Security Warehouse. Rabbit Hole has offered to pay for theirs.
- P+Z – Merrifield/Bruns
 - Areas of Emphasis for P+Z
 - Diane and Jo remain co-chairs. Diane, Jo, and Matt met to begin brainstorming priorities for subcommittee. These include transit (Metro Transit

expansions, reconstruction of 7th St, pedestrian safety) and development (Star Tribune, West Hotel, Farmer's Market district). Plan to connect with Pearl Warren Councilmember for Ward 5.

- Communications – Binkley

- Meet Minneapolis opportunities – can request educational materials to share with local businesses.
- Social media update: 35,400 followers on Instagram and 11,000 followers on Facebook.

5. Binkley calls for a motion to adjourn. Ingebrigtsen makes a motion, Morse seconds the motion. The motion passes unanimously.
6. The Board adjourns at 7:10 PM.