



# 2020 Partners

## 2020 Partners Membership Meeting

Tuesday, September 25, 2018, 5:00-6:30 p.m.

HGA Architects and Engineers, Ford Center, 420 North 5th Street  
Suite 100, Gallery 2 Conference Room

### Membership Meeting Notes

#### 1. Welcome and Announcements

Executive Director Dan Collison welcomed the audience to the 2020 Partners, soon to be NūLoop Partners, membership meeting and expressed pleasure that some of the ICF Olson team are here to present the NūLoop Partners brand package.

Nick Koch sends his regrets as he's on a 3-week European trip he has planned for some time. Then the audience was asked to introduce themselves. They included:

Pat Arnst, Tim Bildsoe, Elizabeth Burns, Joan Campbell, Alice Eicholz, Steve Fletcher, Bradford Henry, Tricia Holden, Denise Holt, Gary Ingle, Dan Kenney, Rick Kreuser, Hannah Kuisle, Ra'eesa Motala, Bob Pfefferle, Dave St. Peter, Gordy Stofer, Josh Stowers, Jackson Swartz, Carletta Sweet, Dale White

#### 2. Rebranding Project

Collison reiterated ICF Olson (<http://icfolson.com/>) is a national leading brand and communication firm occupying the top floors of the Ford Center that leaned-in to provide pro bono services on the rebranding project. A lot of gratitude goes to Denise Holt, a longtime member of 2020 Partners, for raising the flag within her firm. Over the last several months, Collison has had the privilege of meeting with an array of team members who took the Steering Committee through an engagement process to rebrand and rename 2020 Partners.

Elizabeth Burns, Copywriter, stated Phase 1 of the project involved the creation of a clear brand identity through a compelling name that answers who we are and what we represent, i.e., NūLoop Partners. Collison has already incorporated it into his email communications. Phase 2 will involve logo development and adding meaning to what the organization is and does beyond just the visual mark.

Burns explained although a mission statement already exists, they wrote a new vision statement to incorporate the tone of the new brand and establish credibility and authority on the website, i.e.:

#### *"Our Commitment*

*We have a vision for the future because we helped build the past. Our task now is to harness the momentum of successful projects and use that energy to continue to make progress. We see needs that should be met and have the boldness, drive and focus to see them through for the sake of the common good. We're not only connected to the right people but we are the right people to make real transformational change happen. Our collective areas of expertise make us catalysts for smarter and faster moves in every endeavor we pursue."*

They plan on putting completed projects at the forefront so that when other organizations arrive at the website, it is clearly communicated upfront who we are and what we do.

Hannah Kuisle, Junior Designer, explained the philosophy behind the new logo, i.e.:

*“Building Block*

*This signifies both the intentional building blocks of the North Loop and a table at which everyone has a seat. The building block system of bold lines portrays confidence and precision and gives a nod to physical growth. There's inclusiveness in the table and a human element with the rounded edges. The duality of a building block and humanity at the table ground us in the ultimate goal: the common good of people, businesses and the greater Minneapolis community.”*

They are proud of this logo and had fun working with Collison and the Steering Committee. They believe this mark incorporates everything this organization is, i.e., a building block with a table where everyone in the area has a voice, precision within the hard lines, a little bit of bold with a pop of color and confidence with the upper case type. It is unique to the area.

The last slide shown was of experimentation with the logo over variations in color and imagery.

Collison likes the transition from the original brand mark with the arch denoting, perhaps unintentionally, coverage of the area to the table denoting deep commitments of collaboration and partnerships, and collective consensus in driving the built environment. There's been a lot of innovative thinking that went into the new brand and he feels it strengthened the mission and envisioning and it got us off the odometer branding. Next steps involve linking with a web developer, but in the meantime we will see it incorporated in his email correspondences. For your own purposes, to type the letter u with a macron, go to Insert, Symbol and scroll until you find “ū”.

### **3. Ward 3 City Council Update**

Collison invited City Council Member Steve Fletcher up to provide an update on activities occurring in this area of the 3rd Ward:

- There's a lot of development going on resulting in lengthy Planning Commission meetings and lots of business licenses being approved for opening up new restaurants, bars and shops every Council cycle. There's this story of prosperity and growth we can tell, yet
- There's a homeless encampment along Hiawatha Avenue (<https://www.mprnews.org/story/2018/09/26/minneapolis-homeless-camp-move-red-lake-nation-land>) and there are a bunch of people without a strategy for housing them. Most federal funding is tied to conditions the City can't meet. We are looking at people who need extremely low barrier housing but have slipped through the cracks of society. They are organizing and becoming more visible and creating a sense of urgency to which the City has responded.

Last week the City was given a choice between two really bad options for a location, one of which was chosen but subsequently rejected. A new site emerged owned by the Red Lake Nation who can speed up demolition and clear the site in time to put up Federal Emergency Management Agency-style trailers for the winter. The City will try to mobilize the developer community and building trade so there are no obstacles to implementation. As a result, there will be a bunch of “asks” coming our way to help figure out how to mobilize the whole community to get this done. Be prepared because it impacts us all. Fletcher advised he spent most of the weekend at the camp talking to people about their needs and with those you have stepped up to help. Currently, they are working on a clear “ask” to access the generosity of the community.

Fletcher then entertained questions from the audience during which he advised the informal Natives Against Heroin (<https://www.facebook.com/groups/1878719832391750/>) group has been functioning as peacekeepers and need our support which will likely occur through a fundraiser. Meanwhile, they need coats for kids and propane heaters until they are moved; take supplies directly to the parking lot of the Community-University Health Care Center (CUHCC) at the northern entrance to

the encampment at the corner of Franklin and Bloomington Avenues.

Now that the City has a clearer path to what's happening, they can leverage community spaces which were previously reluctant to open their doors (e.g., MPRB facilities, closed Minneapolis Public Schools, nonprofits serving the Native American community) to provide more indoor options. If we surround them with resources, they can provide more programming.

#### 4. Executive Director Report

Collison reported on the following activities:

- a. **New Development and Businesses in the North Loop.** Much has occurred since we last met in July about which many who serve on the Steering Committee and North Loop Neighborhood Association's Planning and Zoning Committee are aware:

- MartinPatrick3, an upscale men's shop in the Colonial Warehouse at 212 3rd Avenue North (<http://www.colonialwarehousempls.com>), is building out an additional 4,000 square feet of space for a total of 22,000 square feet (<http://www.mr-mag.com/martinpatrick3-celebrates-latest-expansion-with-the-ultimate-store-event/>);
- Colorado-based Solaris Redevelopment Corp's second development in the North Loop that was formerly pitched as a hotel/condo project on a parking lot tucked between two historic buildings near the Federal Reserve Bank at 128 North 1st Street, has become a 6-story, 155-unit upscale apartment project with 8,000 square feet of ground level retail space and 240 underground parking spaces (<https://www.bizjournals.com/twincities/news/2018/08/14/north-loop-hotel-condo-project-becomes-apartments.html>);
- Minneapolis-based Lola Red, a public relations agency, is moving to a new office in the Warehouse District at 323 1st Avenue North (<https://lolaredpr.com/news/lola-red-plans-new-office-in-warehouse-district-sets-sights-on-improved-neighborhood/>);
- Minneapolis-based Atomic Data®, an IT service company, has moved its headquarters out of the historic North Loop into the skyway connected Marquette Plaza (<https://www.atomicdata.com/articles/atomic-data-moves-headquarters-marquette-plaza>) and its previous HQ at 615 North 3rd Street will soon serve as the new home of Foundation Technologies, Atomic Data's sister company;
- Plymouth-based Dominium plans to renovate the existing J.C. Duffy Paper Company buildings at 528, 520 and 508 Washington Avenue North and construct a new 7-story building on a surface parking lot to the east for an affordable housing project totaling 201 units and 124 parking stalls ([https://www.dominiumapartments.com/newsroom/developers\\_eye\\_remaining\\_vacant\\_parcels\\_on\\_washington\\_avenue.html](https://www.dominiumapartments.com/newsroom/developers_eye_remaining_vacant_parcels_on_washington_avenue.html));
- United Properties invites us to a hard hat tour of Target Field Station at 501 6th Avenue North (<https://www.uproperties.com/united-properties-begins-construction-on-target-field-station-in-north-loop/>) which will feature an Element® by Westin (<https://hotel-development.marriott.com/brands/element/>) and The Fillmore Minneapolis ([https://en.wikipedia.org/wiki/The\\_Fillmore](https://en.wikipedia.org/wiki/The_Fillmore)). RSVP to Collison at [dcollison@mplsdowntown.com](mailto:dcollison@mplsdowntown.com).

- b. **North Loop Business Improvement District.** Dan reminded the audience due to growing issues and concerns related to crime and safety, parking and access, exploring development of a North Loop Business Improvement District was added as a special project goal in November 2017, subsequent to which a listening session was held on February 12th of this year here at HGA to determine level of interest. Additional meetings were held with property owners, business owners and leadership from residential properties where they were asked whether the conversation should continue. The takeaway was a BID was not yet necessary, but we need to keep meeting occasionally as North Loop property owners and businesses to work on key areas of concern without going into a structural fee-for-service model.

They are calling this group the “NūLoop Business and Property Owner Consortium” whose purpose is to convene business and property owners in the North Loop alongside neighborhood association leadership to explore program development and best practices for improving transit and access, safety and greening, marketing and organizing to advance the vitality of the North Loop business community.

All are welcome to join so just let Collison know if interested.

c. **Transit and Access**

- **Bike Sharing Systems.** In order to better navigate and regulate the right-of-way, the City is working hard to stay ahead of the proliferating trend of docking systems such as Nice Ride Minnesota which requires returning the bicycle to the mobility hub of origin, getting into dockless systems such as Motivate (<https://www.motivateco.com/new-era-for-nice-ride-minnesota-motivate-north-americas-bike-share-leader-to-begin-operations-and-usher-in-upgrades-lower-pricing>) and motorized foot scooters (<http://www.minneapolismn.gov/publicworks/trans/WCMSP-212816>) such as Bird (<https://www.bird.co/>) and Lime (<https://www.li.me/>) where you needn't return it to the mobility hub of origin.

For those who have expressed anxiety over the advancement of bike lanes in the Minneapolis area, known as mobility lanes in the larger cities, they are being monetized to pay for their development which will eventually make it better and easier to get to and around the North Loop.

- **ABC Ramps Re-envisioning.** In November, Lisa Austin, ABC Ramps Program Coordinator for MnDOT, will return to give a final report on their symposium (<https://www.hhh.umn.edu/event/parking-and-mode-shift-minneapolis-abc-ramps>) and other projects they're working on while re-envisioning the ABC Ramps.

NūLoop Partners has made an appeal to the City and MnDOT for resources from the ABC Ramp re-envisioning to evaluate the half mile walkway from Ramp C down into the parking lot by HGA; there are access and safety concerns and funds are needed to improve it.

- d. **Transit Development.** In the absence of Peter McLaughlin, Hennepin County Commission for District 4, Collison advised McLaughlin sent an invitation to continue advocating for the Southwest LRT Green Line Extension (<https://metrocouncil.org/Transportation/Projects/Current-Projects/Southwest-LRT.aspx>) by contacting U.S. Representative Erik Paulsen from Minnesota's 3rd Congressional District (<https://paulsen.house.gov/>) to ensure half of the \$1.9 billion in federal funding is provided.
- e. **Crime and Safety.** Collison just pulled 3 months of activities and crime is down in the North Loop. Statistically there are improvements across the board; however, we still face the same types of crime with thefts from motor vehicles being the largest.

Fletcher added we had a very successful summer in downtown by every measure due to a mix of strategies being employed from MAD DADS' (<http://minneapolismaddads.org/>) de-escalation work to the Youth Coordinating Board Downtown Outreach Team (<https://www.ycb.org/downtownoutreachteam>) and other programs in coordination with the MPD 1st Precinct. When you create a lot of intensity around public safety in one place as they have done in the entertainment district, it's a little bit like squeezing a balloon, so they are watching to see where the crime gets pushed.

Uncharacteristically, they saw a couple drug crimes just across the river in near Northeast and in the Mill District at Gold Medal Park so they want to be proactive about not letting crime take root in other places.

- f. **Call for Topics and Speakers.** Collison requested the membership to forward to his attention topics and speakers of relevance and importance to them.

Then he advised the next membership meeting on November 27th may be at the Hennepin Energy Recovery Center (HERC) at 505 Sixth Ave North. Since it has been a while that the membership visited HERC, and with district energy being one of its major areas of interest, Collison thought it would be an opportune time to hear what's taking place under the new operator, Great River Energy (<http://www.startribune.com/hennepin-county-approves-new-operator-for-downtown-minneapolis-garbage-burner/395914991/>).

## 5. North Loop Neighborhood Association Update

NLNA President Tim Bildsoe reported on the following:

- a. **Public Realm Greening.** While Collison displayed slides of participants and the project site, Bildsoe celebrated how a group of neighbors gathered on Saturday, September 1st, the hottest day of the month, to plant 100 trees and shrubs from MnDOT at the intersection of Washington and 3rd Avenues North east of the I-394 exit. If you drive by there now, grass is growing like crazy. Mark Huting, retired engineer from Xcel Energy and NLNA board member, is the mastermind of this program. Next year in Phase 2 more plantings and a monument will be installed and most of it is funded.
- b. **Pedestrian Safety.** This was their second goal for 2018. They have put up 2 pedestrian crosswalks and he just has ordered 12 more from Warning Lites (<http://warninglitesmn.com/>) which were delivered yesterday and are being put up around the North Loop at intersections on 1st and 2nd Streets.
- c. **Annual Meeting.** Working on the plans for this Wednesday, January 30th event at Muse Event Center (<http://musemn.com/>). There will be a band, free food and booze plus guest speakers and vendors from the City and local nonprofits who will talk about their services.
- d. **Monthly Board Meeting.** Tomorrow, September 26th, is the monthly board meeting (<https://northloop.org/event/nlna-board-meeting-2-2018-08-29-2018-09-26/>) and a mini forum for candidates running for Hennepin County District 2 (<http://spokesman-recorder.com/2018/08/08/election-snapshot-hennepin-county-commissioner-district-2-candidates/>) to address issues specific to the North Loop and Washington Avenue pedestrian safety; NLNA is trying to get a pedestrian safety improvement at 7th and Washington Avenues leading into the pedestrian tunnel.

And later this month they have a meeting with MnDOT, Hennepin County and the City on redoing the intersection of Washington and 3rd Avenues North east of the I-394 exit. When they previously met with these agencies at the Hewing Hotel, the agencies tentatively agreed to some minor repairs, i.e., going from two lanes to a left-hand turn coming off of I-394, a straight-through, and a right-hand turn.

Fletcher added at the last NLNA meeting he and Senator Bobby Joe Champion talked about scheduling an informal meeting with both elected officials and those aspiring to be elected. It has been scheduled for October 3rd, 6:00-8:00 p.m., at Modist Brewery and will include Congressman Keith Ellison; others have also been invited. Bildsoe will post the information on their website.

## 6. Social Media Marketing

Ra'eesa Motala, Associate at Lee & Associates (<https://www.lee-associates.com/twincities/our-team/>) advised Daniela Sobic, Marketing Coordinator and one of the key team members who spearheaded this

project, put together this presentation.

As they build more of a network and go out into the community through digital avenues, they started working on Facebook, Twitter and Instagram. The images shown of those three are from July but look differently now. The social media following has grown, more content has been added, and the new branding will be transitioned onto it by January.

Motala then described the eight benefits to using social media and the statistics supporting their focus on using Facebook, Twitter and Instagram. They also have a LinkedIn page on which they will become more active.

Lastly, she pulled a couple profiles of North Loop businesses that are not well known who could also benefit from usage, and a North Loop page run by a community group that they have been working with to collaborate on content. To help build the social media community and grow the following, she encouraged everyone to subscribe, invite, follow and share on these pages.

## **7. Minneapolis Farmers Market: Visioning for Transition**

Jackson Schwartz, Co-Founder and Creative Director at Hennepin Made at 144 Glenwood Avenue (<http://www.hennepinmade.com/about/>), described his business and location and its proximity to the Lyndale Market at 312 East Lyndale Avenue North (<https://northloop.org/directory/business/minneapolis-farmers-market/>) which has the longest public use in that space. The LM is a very dynamic place with the ebb and flow of what's happening; on the weekends it is very active with approximately 25,000 people, but come Monday morning it becomes a very quiet neighborhood.

The boundaries of the LM area have psychological, geographical and physical barriers and after developing a business here he believes it has a lot of potential for change. He likes it here because it provides space for artists to make things in the city and after existing there for 8 months, they opened Parallel (<https://www.parallelmn.com/>) in time for the Super Bowl which they designed and built themselves and business has been growing.

However, once you have a public face and space, you have to explain where you are and that's been challenging. Currently, there is no identifiable definition to the area that is recognized easily by the public. As a consequence, he is proposing a 1-year action plan to define the area, its assets and opportunities:

- Conduct monthly co-visioning project meetings for 1-year with steering committee/focus group to help create vision and definition for the area;
- Provide momentum for implementation of the North Small Area Plan and key connecting elements of the Royalston Station Plan;
- Work with leaders from the City, County, Met Council, Metro Transit, nonprofit and private sector to develop a collaborative approach and process;
- Engage stakeholders to gather the appropriate information and research while promoting inclusion and participation;
- Present progress at 6 months; and
- Present conclusion at 12 months.

The desired outcomes include:

- Understanding current stakeholders concerns, ideas, as well as needs for and during growth over the next decade;
- Providing case studies for other "market districts" nationally and internationally to assist in envisioning our potential;
- Defining identity and communication strategy for the area; and

- Formalizing report highlighting: resource guide to future development, keys to creating distinctiveness, and ideas for the use of the market as development and density increases.

All of this can be found on the 1-page NūLoop Partners Farmers Market-Royalston Station Development Work Group document distributed at the meeting. The Steering Committee charged Collison and Swartz to meet with David Frank, Director of Minneapolis CPED, to ascertain the City's perspective on this initiative. Frank was amenable to it and recommended scheduling a kickoff meeting with the Mayor and other stakeholders who need to be involved.

Collison will provide more details as they are formalized and advised all are welcome to participate.

## **8. Closing Remarks**

Collison thanked the membership for their engagement and presentations. The meeting adjourned at 6:15 p.m.