



NūLoop Partners Membership Meeting  
Tuesday, September 24, 2019, 5:00-6:30 p.m.  
HGA, Ford Center, 420 North 5th Street, Gallery 2 Conference Room

## Annual Meeting Notes

### 1. Call to Order and Introductions

Chair and HGA Emeritus Nick Koch welcomed the audience to the membership meeting and thanked them for their faithful participation and engagement.

He advised the reason he's wearing a portable shade device (i.e., white Panama hat) is because it's his Minnesota Twins lucky cap and noted the magic number for the Twins to win the Central Division of the American League is 3 (<http://www.startribune.com/the-twins-magic-number-is-3-and-luis-arraez-can-t-win-al-batting-title/561139612/>).

He's proud of the important work NūLoop Partners does as reflected in tonight's agenda and this is just the tip of the iceberg. We're guided by our mission and tasks, as expressed in written documentation found on the website, to physically transform and connect the greater North Loop area for the common good of people, businesses, and the Minneapolis community, e.g., Target Field/Target Field Station, HERC, and the exciting Farmers Market District work thanks to Jackson Schwartz and teams at the City of Minneapolis and Metro Transit. We have to be ready for that day in 2023 when the doors open on the Southwest LRT I Green Line Extension and customers step out onto the Royalston Avenue/Farmers Market Station platform.

Everyone was then asked to introduce themselves:

Becky Alper, Move Minneapolis  
Lisa Austin, MnDOT ABC Ramps & Mobility Hubs  
Steve Chuba, Great River Energy HERC Service  
Alice Eicholz, NLNA Planning & Zoning  
Steve Fletcher, Ward 3 Council Member  
David Frank, Minneapolis CPED  
Lucy Galbraith, Metro Transit  
Patrick Hanlon, Minneapolis Health Department  
Christie Rock Hantge, NūLoop Partners Staff  
Josh Katan, Minneapolis United Soccer Club  
Dan Kenney, Minnesota Ballpark Authority  
Rick Kreuser, Minneapolis Public Works  
Bruce Lambrecht, MTM Investment Management  
Andy Leith, Hennepin County Environmental Services  
Sherman Malkerson, The C. Chase Company  
Stephanie Malmberg, Minneapolis Public Works  
Diane Merrifield, NLNA and MindBridge Marketing  
Max Salmen, Equity Financial Services, Friends of the Farmers Market  
Jackson Schwartz, Hennepin Made, Parallel Café  
Mark Stenglein, Alatus, LLC  
Carletta Sweet, NūLoop Partners Staff  
Dale White, TFS Corporation

## 2. Executive Director's Report

As a follow-on to Koch's comment about the magic number for the Twins, Dan Collison announced Target Field is also a location for football (<http://www.startribune.com/bison-fans-about-35-000-strong-ready-to-flood-target-field/558824412/>). Dan Kenney, Executive Director of the Minnesota Ballpark Authority, commented the North Dakota State season kickoff game was a great event; it's always great to have 35,000 people in this part of downtown on the weekend. He noted Larry DeVito, groundskeeper, would prefer this to happen every other season, nevertheless the crew did a great job in transforming the field (<https://www.inforum.com/bison-media-zone/mens-sports/football/4639542-Time-lapse-video-of-Target-Field-being-converted-to-football-field-for-Bison-game>).

Collison then reported on the following:

### a. Transit and Access

- Nice Ride (<https://www.niceridemn.com/>), the nonprofit *bicycle sharing system* in the Twin Cities, has rolled out a limited pilot of 50 pedal-assist electronic bikes across the city. They are the newest, nicest way to get around without breaking a sweat and features a different model than the one previously planned for launching earlier this spring. After this summer's pilot, they plan to roll out more e-bikes in 2020.
- Another form of micro transit, *dockless electric scooters*, has also become popular and because of the growing concerns over safety are being more regulated (<http://www.startribune.com/it-s-the-law-scooter-riders-must-stay-off-sidewalks/518964082/>).
- At last month's Steering Committee meeting, Wes Kooistra, General Manager at Metro Transit, announced they would be curtailing its all-night service on the *Green Line LRT* between 2:00-4:00 a.m. daily to conduct maintenance on aging infrastructure and to address the issues related to those facing homelessness who use it as shelter (<http://www.startribune.com/green-line-service-cutback-may-displace-homeless-riders/552734412/>).
- NP wrote a letter of support for Metro Transit's application to U.S. DOT for *low- or no-emission bus programs* (<https://www.bizjournals.com/twincities/news/2019/07/26/metro-transit-wins-dot-grant-for-electric-buses.html>). Of the \$85 million that was granted, \$2.5 million was for the Twin Cities.

### b. New Development and Retail

- While displaying a graphic map of the 50 designated Census Tracts Opportunity Zones in the Twin Cities, Collison highlighted the Glenwood Avenue Corridor, particularly west of International Market Square which NL has invested time and resources, as one of the OZ.
- Chicago-based Cedar Street Companies (<https://cedarst.com/>) plans to rehabilitate the three C.J. Duffey Paper buildings will now include *market-rate* apartments as the City's demand for a 30-year window of affordability was too much of a risk. The properties include:
  - The 2-story Lindsay Brothers Warehouse at 508 Washington Avenue North;
  - The 3-story Steel Warehouse at 520 Washington Avenue North; and
  - The 6-story Minneapolis Iron Store Warehouse at 528 Washington Avenue North.
- The Opus Group's 6-story, 218-unit market rate multifamily project at 800 North 1st Street has now been named the Vesi (<https://www.tdtmpls.com/news/2019/8/31/north-loop-residential-project-gets-name-and-an-opening-date>). We'll be hearing more from the team, particularly

Nick Murnane, Director (<https://www.opus-group.com/Expertise/Nick-Murnane>).

- Tomorrow representatives of Twin Cities restaurateur John Rimarcik will present plans before the Heritage Preservation Commission to convert the 4-story historic Lakeland Building at 21 North 3rd Street into office and commercial spaces (<http://minneapolismn.gov/meetings/hpc/WCMSP-220367> and <http://www.startribune.com/offices-pitched-for-one-of-north-loop-s-last-warehouse-buildings/558363622/>).
- A trio of developers – John Gross, David Wilson, Andrew Commers – will ask the HPC to modify their original plans for the Commutator Foundry Development at 117 North 1st Street to include a boutique hotel (<http://minneapolismn.gov/meetings/hpc/WCMSP-220659> and (<https://www.tdtmpls.com/news/tag/Commutator+Foundry+Development>)).
- West Elm, a modern home furnishings chain, will open its second Minnesota location on the first floor of a mixed-use project at 128 North 2nd Street (<https://northloop.org/west-elm-furniture-will-open-north-loop-next-year/>).
- Sweet Chow, Southeast Asian restaurant and ice cream parlor at 116 1st Avenue North, has closed (<https://twincities.eater.com/2019/9/3/20847704/sweet-chow-southeast-asian-eatery-ice-cream-shop-closed-minneapolis-north-loop>).

Restaurant openings include:

- Jun Szechuan Kitchen & Bar (<http://junnorthloop.com/>);
  - Borough (<https://www.boroughmpls.com/>); and
  - Graze Provisions + Libations (<https://grazenorthloop.com/>).
  - Floyd’s 99 Barbershop (<https://northloop.org/rock-roll-barber-shop-opens-friday/> and <https://www.floydsbarbershop.com/north-loop/>), the newest in a chain of “rock and roll” barbershops, opened this month at 424 Washington Avenue North.
  - Requisite boutique reopens in a larger space at 211 Washington Avenue North (<https://northloop.org/north-loop-boutique-reopens-new-space/>).
- c. **Public Safety.** Because of the recent press about violent attacks and robberies in downtown Minneapolis (<http://www.startribune.com/how-safe-is-downtown-minneapolis-police-stats-validate-perception-of-rising-crime/560291262/> and <http://www.citypages.com/news/18-charged-for-downtown-minneapolis-attacks/560574361>), and the subsequent discussion held at last week’s Steering Committee, Collison invited Ward 3 Council Member Steve Fletcher to come and give an update on this topic.

Fletcher advised he attended today’s MPD promotion ceremony (<https://www.insidempd.com/2019/09/25/newly-promoted-mpd-leaders-recognized-at-ceremony-2/>) where Lieutenant William Peterson was officially promoted to Inspector of the 1st Precinct, and Sergeant Mark Klukow took over Peterson’s position. Both have been in these positions for several weeks and Fletcher has seen good work being done.

Regarding these recent downtown incidents, the MPD has done exactly what you’d want them to, focusing on the evidence and resources for the investigation. Since that time, the stats are significantly more like what we would’ve expected last year which was our 30-year low in crime rates. We’re seeing things happening that are not good, and we’re responding to them and he cautioned anyone taking on the narrative that downtown is declining. Rather than focusing on that narrative, look at what’s really happening: August was not good, and

September has been more like where we want to go. In the meantime, the City is having a lot of private and public conversations on how to solve for what happened in August including adding more police officers.

Fletcher doesn't believe we need a ton more officers as much as we need the officers promised so they can run the programs designed. In the summer they were down by 11 partially because they count the recruit class toward the total. This model of counting people who aren't actually in the field is structurally broken and has been for decades; you need to know how many people are showing up for work to be able to plan around it.

He's gotten a lot of feedback and advice on what to do about public safety and he'll continue to do the late-night walks which have been successful in educating people on what takes place at bar closing. He encouraged the audience to continue to contact him and tell him what's going on.

Fletcher then congratulated those who live and operate businesses in the North Loop for surviving the summer parking crunch and road construction. Looking at the future of transportation, he doesn't necessarily believe building more parking stalls is the answer, but suddenly taking hundreds of stalls out of circulation caused strain; we survived it and are moving toward the end.

In the context of recent news about youth-led climate strikes (<https://globalclimatestrike.net/>), one of the coolest things that happened at the City Council was the Minnesota Public Utilities Commission held its meeting there (<https://mn.gov/puc/newsroom/calendar/#/?i=1>) because of our innovative Clean Energy Partnership (<https://mplscleanenergypartnership.org/>) with Xcel Energy and CenterPoint Energy in support of the City's Climate Action Plan and 2040 Energy Vision. It was encouraging to have the state regulator that is often considered a barrier to getting things done come and ask how they can help and take some of our ideas to make them available to the entire state.

Fletcher then entertained questions from the audience related to MPD programs and staffing. The City Council wants to support their police officers, pay them for what they do, and give them respect. However, they want to take back some management control so the Chief and Inspectors can make a judgment about where they need people.

- d. **Royalston Avenue/Farmers Market Station.** Collison passed around a copy of the 30-page August 2019 Planning & Partners in Action report for this station area prepared by Minneapolis CPED. It memorializes the discussions from the *Re-imagining the Farmers Market District* development design workshop & tour held on June 13th at Parallel Café; reviews and evaluates prior plan guidance; and provides guidance for future planning and implementation. It also identifies outstanding needs and strategies for the built environment, economic development, and community building. As this is a call to action, Collison referenced the orange shaded area on page 5 for the needs and strategies activity to be led by the community.

Jackson Schwartz who has chaired this working group will be coming back in the next several months with more details, questions about additional resources, and commitments to get us to this station's opening day.

### 3. Twin Cities Startup Week

In the absence of Casey Shultz, Director (<https://www.linkedin.com/in/caseyshultz>), Collison described this week-long celebration, October 9-16, 2019, of the entrepreneurial spirit and innovation taking place in the Twin Cities and Greater Minnesota. Since its launch in 2014, TCSW has grown

from 50 entrepreneurs gathering for 15 events to hosting over 17,000 registered attendees and providing over 200 events in 2018 (<https://medium.com/twin-cities-startup-week/get-ready-for-twin-cities-startup-week-2019-c7a0926f8e88>). There will be multiple events taking place at The Nordic.

To learn more, visit <https://twincitiesstartupweek.com/>, @tcstartupweek OR [casey@beta.mn](mailto:casey@beta.mn).

#### 4. MnDOT ABC Ramps and Mobility Hubs Update

Lisa Austin, Project Coordinator, introduced herself and Becky Alper, Outreach Manager at Move Minneapolis (<https://moveminneapolis.org/about-us-staff-2/>) with whom they have a contract to educate companies and employees on the region's growing transit options, and advised if there were questions to please direct them to Alper at [becky@moveminneapolis.org](mailto:becky@moveminneapolis.org) or 612-370-9101.

Austin clarified MnDOT owns the ramps, and the City, under a 50-year agreement, manages them. To help resolve some of the parking issues referred to earlier by CM Fletcher, one of the strategies employed was to make improvements to the existing ramps: maintenance on C Ramp and installation of the community solar garden above Ramp A have been completed restoring approximately 600 installs that were out of commission.

Helping people drive alone less often is another strategy employed. On October 1st there'll be a press conference announcing changes to their carpool program: they'll be removing the geographic restriction (formerly is was \$20 for those coming from the west and \$90 for all others); adding a daily early bird carpool rate (\$5 between 6:00-9:00 a.m.); offering parking reservations for daily commuters; and adding new night rates (\$5) to accommodate 2nd shift workers, an information sheet for which plus the ABC Ramp brochure were distributed by Alper.

Austin advised they had a contract with The Musicant Group (<http://www.musicantgroup.com/>) this summer to do some placemaking because people can't find all of the transportation options at the ABC Ramps. Then she displayed some of the contemporary wayfinding signage developed, after which Schwartz asked one for the Farmers Market.

Lastly, Austin described the electric vehicle charging stations, bicycle and motorcycle accommodations.

Alper described MM's services and advised they'll be holding a series of transportation workshops at the Ford Center.

Because of her involvement on Urban Land Institute's Technical Advisory Panel (<https://minnesota.uli.org/get-involved/advisory-services/technical-assistance-panel-tap/>), Austin has been asked to return to dig deeper into the innovations. She can be reached at [lisa.austin@state.mn.us](mailto:lisa.austin@state.mn.us) or 651-366-4193.

#### 5. TOD (Transit Oriented Development) Talk

Lucy Galbraith, Director of TOD at Metro Transit (<https://www.metrotransit.org/transit-oriented-development>), gave an overview of her presentation that she presented before the Steering Committee on August 21st. She began by explaining TOD is a long name for what was done 100 years ago, i.e., streetcar suburbs ([https://en.wikipedia.org/wiki/Streetcar\\_suburb](https://en.wikipedia.org/wiki/Streetcar_suburb)), but basically it's walkable communities connected by transit (<http://www.tod.org/>) and it's all about connecting people and having choices about how to get around. In the ideal community you have a choice as to whether you walk, bike, take a scooter, Uber or drive. A lot of people prefer only one choice because they live in a car-centric community, but it also turns out that a lot of people want choices and places with choices have become popular.

In order to operate an efficient transit system you need:

- Density, a lot of riders going both ways at different days and times of the week. As a transit agency, they want to encourage communities to think about how to put development in the right places. We have a lot of development going on so there's the opportunity for the region to think about how to shape development.
- Diversity of income, uses, and people which makes a community better, healthier and safer.
- Walkable streets because people walking to transit is the most healthy, efficient, and cost-effective way to get riders.

Galbraith then described what TOD does:

- Create TOD projects on Metropolitan Council-owned land, e.g., leased land to the City of St. Paul for 50 years which in turn subleased it to the Minnesota United Football Club ([https://en.wikipedia.org/wiki/Minnesota\\_United\\_FC](https://en.wikipedia.org/wiki/Minnesota_United_FC)) for Allianz Field ([https://en.wikipedia.org/wiki/Allianz\\_Field](https://en.wikipedia.org/wiki/Allianz_Field));
- Convene internal and external TOD community and hold forums on TOD topics, e.g., the annual Rail-Volution Conference which was last held in Minneapolis in 2014, and on which Galbraith serves on the Steering Committee (<https://railvolution.org/about/national-steering-committee/>);
- Provide on website best practices, research, lessons from other places (<https://www.metrotransit.org/tod-developer-tools-and-resources>); and
- Work with partner jurisdictions on TOD and connect the development community with Metropolitan Council resources, e.g., in 2014 and 2016 received federal grants for station area planning along the Gold Line (<http://thegatewaycorridor.com/station-area-planning/>) and Blue Line Extension (<https://metro council.org/transportation/projects/Light-Rail-Projects/METRO-Blue-Line-Extension/Project-Partners.aspx>), both of which are underway.

The TOD is the only department that's connected to all divisions and departments of the Metropolitan Council (<https://metro council.org/About-Us/What-We-Do/Departments.aspx>), hence if she's unable to answer a question she knows how to track the information down.

She noted their last forum, *The Impact of Parking Reform in the Twin Cities* (<https://www.eventbrite.com/o/metro-transit-office-of-transit-oriented-development-tod-10923406318> and <https://www.metrotransit.org/developers-see-future-with-more-people-less-parking>) was held here at HGA on May 21st. What lowering the parking requirements in an area that has a lot of transit does is allow developers to do smaller infill projects without building expensive parking.

Then she discussed the big takeaways from their *Development Trends Along Transit 2019* report (<https://www.metrotransit.org/TOD-Studies-and-Projects>), using permitted data taken from partner jurisdictions from the previous year to track residential, commercial, public/institution, and industrial development along transit. It reflects the market- and policy-driven tendency to build multifamily residential development along high frequency transit. For downtown Minneapolis, a lot has changed over the last 9 years; it has 12% of the region's permitted multifamily units and 15% of the region's multifamily value.

For more information, she can be reached at [Lucy.Galbraith@metrotransit.org](mailto:Lucy.Galbraith@metrotransit.org).

Koch advised we have a great asset in our midst; it deals with the Market District, NP's interests,

and helps with sustainability and climate change.

## 6. Minneapolis Environmental Programs

Patrick Hanlon, Director of Environmental Programs at City of Minneapolis (<http://www.minneapolismn.gov/news/employees/WCMSP-206374>), due to time constraints condensed his presentation and advised we're not on track to meet our 2050 Climate Action Goals (<http://www.minneapolismn.gov/sustainability/climate-action-goals/index.htm>). Then he discussed reinvestment of pollution and franchise fees to solve problems in Minneapolis.

According to the Minnesota Pollution Control Agency and Minnesota Department of Health's *Life and Breath* report (<https://www.pca.state.mn.us/air/life-and-breath-report>), roughly 2,000 to 4,000 people die in Minnesota annually due to air pollution related illnesses, and economics do not come into account as it affects people across the spectrum. The paradigm for change in one of the City's programs is: Charge for a portion of the social cost + Reinvest (pollution/franchise) fees in the solutions to reduce pollution = Accelerated Change.

They first road tested this with drycleaners. The health risk value for perchloroethylene (perc and aka tetrachloroethylene), a cancer-causing hazardous chemical used by drycleaners, is 2 micrograms and the home shown on his slide presentation was exposed to 1,000-2,000 micrograms and the drycleaner workers were exposed to 80,000 micrograms before this program. As a result, the City switched all drycleaners away from perc, and now they're moving on to nail salons and autobody shops.

In 2016, they looked at how to use this recipe on energy work. Using emission coefficients (<http://www.climfoot-project.eu/en/what-emission-factor>) and viewing Carbon Dioxide (CO<sub>2</sub>) as a pollutant, they had a pollution control fee but didn't have a tool for addressing climate change. Then in 2017 a franchise fee was passed (<https://lms.minneapolismn.gov/File/2017-01413>) allowing them to reinvest in solar incentives and energy efficiency. Hanlon then displayed photographs of where this reinvestment has been implemented.

The franchise fee also allows them to focus on equity and environmental justice in Green Zones (<http://www.ci.minneapolis.mn.us/sustainability/policies/green-zones>) where there was historical and intentional under investment. They invest at a higher rate on energy efficiency and solar incentives (provided \$4.7 million in wealth creation in solar) as well as pollution reduction. After running a heat map of all Wards, the area which received the highest amount of investment was in Ward 5 (<http://www.minneapolismn.gov/ward5/index.htm>) indicating that some of these intentional investments are working and driving change.

The franchise fee also allows them to working with David Frank's CPED team on the 4d Affordable Housing Incentive Program (<http://www.minneapolismn.gov/cped/housing/WCMSP-214366>) to offer energy efficiency incentives to building owners to help drive down the cost for tenants.

And the franchise fee, through the Lead and Healthy Homes (<http://www.minneapolismn.gov/health/homes/index.htm>) allows them to do energy efficiency retrofits and radon mitigation.

By leveraging investments and partnerships with, e.g., the Minneapolis Regional Chamber of Commerce, Center for Energy and Environment, Energy Technical Assistance Program (<http://www.minneapolismn.gov/business/WCMSP-211526>) over \$40 million in wealth has been created across Minneapolis.

For more information, Hanlon can be reached at [Patrick.Hanlon@minneapolismn.gov](mailto:Patrick.Hanlon@minneapolismn.gov) or Twitter

## 7. Minneapolis Public Works Projects

Rick Kreuser, Project Manager, gave a construction update and road closures for the Southwest LRT I Green Line Extension project (<https://metrocouncil.org/transportation/projects/current-projects/southwest-lrt.aspx>) through 2021, which included the Glenwood and Royalston Avenue Bridges. He noted their projects are very disruptive and acknowledged the value of the support received from CM Fletcher in helping to get them done.

For more information, Kreuser can be reached at [rick.kreuser@minneapolismn.gov](mailto:rick.kreuser@minneapolismn.gov) or 612-673-3624.

Stephanie Malmberg, Project Manager, gave a construction update for the North Loop Paving (<http://www.minneapolismn.gov/cip/futureprojects/WCMSP-200196>) and Pedestrian Improvement (<http://www.minneapolismn.gov/cip/currentprojects/north-loop-ped-improvements>) projects.

The former is on schedule and will be substantially complete, i.e., people will be able to get around by foot, bike and automobile, by mid-October. Throughout the winter they'll be installing lights that are currently being fabricated, and in spring there will be approximately 130 trees installed and affiliated with the 2020 Arbor Day celebration.

The latter is moving along but due to the extensive development work, some intersections may need to be completed in 2020. Water work almost complete, sewer work is ongoing, and concrete crews are installing pedestrian ramps right behind the sewer crews.

For more information, Malmberg can be reached at [Stephanie.malmberg@minneapolismn.gov](mailto:Stephanie.malmberg@minneapolismn.gov) or 612-673-3365.

## 8. North Loop Neighborhood Association

Due to time constraints, Vice President Diane Merrifield forewent the 7.54-minute *Loop Back* video (<https://northloop.org/north-loops-colorful-history/>) by Board Member Mike Binkley, but encouraged the audience to take time to view it and other exciting videos he's produced.

Merrifield then showed images of how they cleared tree-choking vines and overgrowth at James I. Rice Park during a Pop-up Tree Clearing event (<https://northloop.org/event/pop-park-clearing/>). More work is to be done but now people can sit on the bench and view the riverfront.

Then she presented on the 14 foot monument to signify the industrial past of the area they've commissioned James Brenner Sculpture (<http://www.jamesbrenner.com/>) to construct and install in the North Loop Welcome Park on MnDOT property they reclaimed at the intersection of I-394 and Washington Avenue North. The project is fully funded – \$47,000 for the sculptor, \$13,000 for electrical and concrete base – and development has begun. They hope to have it in place by the end of the year.

Lastly, she announced their annual is on Wednesday, January 29, 2020 (<https://northloop.org/event/nlna-board-meeting-2-2018-08-29-2019-02-27-2019-06-26-2019-10-30/2020-01-29/>); and the next monthly cleanup, in collaboration with the DMNA, is on Saturday, September 28th (<https://northloop.org/event/monthly-north-loop-clean-saturday-edwards-ice-cream/>).

## 9. Closing Remarks

Koch thanked the audience for caring and participating and reiterated the most important work is done between these meetings. He noted Detroit is ahead by one run in the 4th inning. Then he reminded them the next membership meeting is on Tuesday, November 19th here at HGA.

Thereafter, the meeting adjourned at 6:40 p.m.