



NūLoop Partners Membership Meeting
Tuesday, January 28, 2020, 5:00-6:30 p.m.
HGA, Ford Center, 420 North 5th Street, Gallery 2 Conference Room

Membership Meeting Notes

1. Call to Order

Chair and HGA Emeritus Nick Koch welcomed members and guests to the first membership meeting of 2020, and asked everyone to introduce themselves:

Terri Ashmore, The Basilica of Saint Mary
Gretchen Campbell, ESG Architecture
John Cook, HGA Architects and Engineers
Daniel Defroster, Meyer Borgman Johnson
Alice Eicholz, NLNA Planning & Zoning
Lucy Galbraith, Metro Transit TOD Office
Christie Rock Hantge, NūLoop Partners Staff
Brad Henry, Minnesota 2050, University of Minnesota
Denise Holt, ICF Next, DMNA Land Use Committee
Dan Kenney, Minnesota Ballpark Authority
Rick Kreuser, Minneapolis Public Works
Pat Nelson, The Farmers Markets of Minneapolis Collaborative
Bob Pfefferle, Hines Real Estate
Max Salmen, Equity Financial Services, Friends of the Farmers Market
Jackson Schwartz, Hennepin Made, Parallel Café
Gretchen Skedsvold, West Market District
Joan Soranno, HGA Architects and Engineers
Mark Spencer, HGA Architects and Engineers
Tim Steinbeck, Great River Energy HERC Services
Gordy Stofer, United Properties
Carletta Sweet, NūLoop Partners Staff
Al Swintek, CenterPoint Energy
Sarah Traczyk, Element Minneapolis Downtown
Dale White, TFS Corporation

Koch then thanked the generosity of Fulton Brewing Taproom (<https://www.fultonbeer.com/>) and Number 12 Cider (<https://number12cider.com/>) for providing refreshments and asked the audience to support these local agricultural-based businesses.

2. Executive Director's Report

Dan Collison reported on the following:

a. Gratitude for the 2020 Sponsors

Be The Match	Minneapolis Downtown Council
CenterPoint Energy	Minnesota Lynx
Clearway Energy	Minnesota Twins
Downtown Minneapolis Neighborhood Assn	Minnesota Vikings
Element Minneapolis Downtown	North Loop Neighborhood Assn
Fulton Brewing Taproom	Number 12 Cider

Great River Energy
HGA
Hines
ICF Next
Lee & Associates
Mayo Clinic

Schafer Richardson
Swervo Development Corporation
Target
United Properties
Xcel Energy

b. Development and Retail

- i. For the opening of the new 8-story, 156-room Element Minneapolis Downtown, he played the 33-second video (<https://northloop.org/video/page/2/>) produced by Mike Binkley, NLNL's videographer. Then Sarah Traczyk, Director of Sales at EMD (<https://www.linkedin.com/in/sarah-traczyk-361731183/>), explained they officially opened January 15th and the key focus is on sustainability and a healthy active lifestyle. They'll do a lot of recycling, offer whole food options, complimentary breakfast and WiFi, 24/7 motion fitness center, rooftop patio, and connection to the new Fillmore Minneapolis scheduled to open on February 12th. Trax Burgers & Bar (<https://www.traxburgersandbar.com/>), a separate entity at 525 North 5th Street, will open on February 3rd.
- ii. Displaying an image of the curling courts being installed on The Nordic Plaza, Gordy Stofer, VP of Capital Markets at United Properties, explained this amenity, which will be operated by The Freehouse (<https://www.freehousempls.com/curling/>), will open over the weekend and in the summer months it'll convert to bag toss and bocce.
- iii. Madewell will open its first Minneapolis location at 124 Third Avenue North in spring (<http://mspmag.com/shop-and-style/madewell-north-loop/>).
- iv. AxeBridge Wine Company, another venture of Ashley and Aaron Schram, owners of Schram Vineyards Winery and Brewery in Waconia, is moving to 411 Washington Avenue North in spring 2020 (<https://growlermag.com/axebridge-wine-company-opening-in-minneapolis-north-loop-next-spring/>).
- v. Construction has begun on 270 Hennepin, a new 346-unit building with approximately 20,000 square feet of commercial space at Hennepin and Washington Avenues (<http://www.minneapolis.gov/www/groups/public/@cped/documents/webcontent/wcmsp-222343.pdf>).
- vi. Barry's Bootcamp is opening this spring on the ground floor of the Loose-Wiles building at 701 Washington Avenue North (<http://mspmag.com/health-and-fitness/barrys-boot-camp-soulcycle/>).
- vii. The North Loop Galley food hall in The Nordic at 729 Washington Avenue North, adds table service to the formula (<http://www.citypages.com/restaurants/open-today-north-loop-galley-food-hall-delivers-on-service-and-taste/566186171>). Customers will still order at the counter, but food will be brought to the table.
- viii. Fulton Brewing Taproom at 414 6th Avenue North is getting a facelift that will include a large new vestibule, new indoor kitchen, additional seating, and the creation of a new event space (<https://northloop.org/fulton-gets-facelift/>).
- ix. While playing a video, introduced the audience to the new indoor/outdoor dog park attached to a bar called Unleashed Hounds and Hops (<https://northloop.org/new-bar-goes->

[dogs/](#)).

- x. This past week they sent an invitation to attend the Root District event on Wednesday, March 4th at Parallel Café (<https://www.mplsdowntown.com/registration200304/>) and to participate on one of three strategic task forces – Climate, Equity, Creativity – in order to move beyond study to activate implementation of the vision. In February 2020 they'll begin meeting monthly. Let Hantge know if you didn't receive the invitation so that she can put you on the distribution list.

- c. **North Loop Neighborhood Association.** President Tim Bildsoe reminded the audience their annual meeting is tomorrow evening, Wednesday, January 29th at Muse Event Center (<https://northloop.org/event/north-loop-neighborhood-association-annual-meeting-2/>). There'll be food, refreshments and approximately \$2,000 worth of giveaways. They have 19 people running for 7 seats, Jackson Schwartz being one of them so give him your support. This year no politicians will be speaking.

3. North Loop Green Project

Bob Pfefferle, Managing Director at Hines, explained this is the final piece or missing tooth of the PUD they've been working on beginning with Dock Street Flats at 337 Washington Avenue North (<https://www.dockstreetflats.com/>), followed by the T3 (timber, transit, and technology) development at 323 Washington Avenue North (<http://www.t3northloop.com/>).

Then he described the preliminary site plan for the proposed high-density, transit-oriented, mixed-use project to be constructed adjacent to Target Field/Target Field Station at 405 and 408 4th Avenue North and 328 and 330 North 4th Street. It will consist of residential, office, and retail components in two buildings, and associated infrastructure and activated green space (<http://www.minneapolis.gov/www/groups/public/@cped/documents/webcontent/wcmssp-221992.pdf>). After conferring with the City, there will be no access to the skyway. Having received approval from the Heritage Preservation Commission, they're currently going through the Land Use Application process and if everything stays on schedule they should be breaking ground by late July/early August this year with an anticipated opening by the end of 2022/early 2023.

In the early days of NūLoop Partners, many of the stakeholders wanted this area to be more than just the ballpark, although it was a major component along with transit. Now, so much development has occurred and 5th Street has become a great alternative route with transit, great employers in the Ford Center and Be The Match, hospitality, food and entertainment, and it continues to grow further west so they're excited to finally fill in that missing tooth, all of which helps to further activate the neighborhood during the day and night.

This and other projects in general wouldn't happen without the many supportive stakeholders, including the NLNA, who've been asking good questions to help improve it and add more vitality to the neighborhood.

4. Root District: Essex Crossing Case Study

Collison explained this is in connection to where the Root District Work Group (formerly known as the Market District Work Group) is headed and everyone is invited to attend the March 4th introductory event at Parallel Café (<https://www.mplsdowntown.com/registration200304/>) and commit to participating on one of three strategic task forces – Climate, Equity, Creativity – to help activate implementation of the vision.

Jackson Schwartz believes the Case Study of Essex Crossing in New York City (https://en.wikipedia.org/wiki/Essex_Crossing and <https://www.citylab.com/design/2019/09/essex-crossing-development-nyc-real-estate-lower-east-side/596818/>) is relevant because there are some good corollaries

to what is in the Root District that we could emulate.

The EC project will have 2 million square feet of real estate on 6 acres containing a variety of mixed uses including: (i) over 1,000 units of housing, 51% of which will be permanently affordable, double the amount of typical inclusionary zoning projects; (ii) cultural institutions; and (iii) commercial such as office, the year-round indoor Essex Market (<https://www.essexmarket.nyc/>), The Market Line (<https://marketline.nyc/>), Rooftop Farm (<https://www.thevillager.com/2019/08/new-urban-farm-opens-at-essex-crossing/>), all for a total capital investment of \$1.7 billion. Construction began in 2015 and final completion is expected by 2024.

Both the Root District and Essex Market have a storied history, are key anchoring elements of their neighborhoods, have large swaths of land – the EC neighborhood district is 24-26 acres and the Root District has approximately 30 acres, 11 acres of which is City-owned – and by making themselves more contemporary want to protect the continuity of existing vendors as well as incubate new business development. The EM's newest iteration within the EC project was split into two with fresh produce type vendors on the ground level and value-added businesses of The Market Line on the lower level.

Schwartz gave a brief overview of EC's development timeline beginning in 1967 when the site was leveled and discussions for development were initiated, followed by 40 years (1997-2007) of self-serving politics that prevented development activity, to when the Seward Park Urban Renewal Area Task Force collaborated with the NYC Council and the developer to ensure their goals were incorporated into the EC project. It took 4 years of work and on October 11, 2012 the project was approved.

Because development hadn't occurred for a long time and to gain buy-in from skeptical stakeholders and residents, the developer first began with the affordable housing and public realm improvements to show their deep long-term investment. And because of the unique way in which it was planned, i.e., long years of ground-up neighborhood consultation and holistic planning, according to a *New York Times* article it's considered the anti-Hudson Yards (<https://www.nytimes.com/2019/11/07/arts/design/essex-crossing.html>). Schwartz doesn't believe this is a perfect model of development but is a good example of how to have a nice balance between mixed-use development and layering in the different types of people who get to call the place home or work.

The Root District similarly did not experience any significant development activity for 40-60 years, not because of self-serving politics but rather a lack of a driving force. With the Southwest LRT coming that should change. What's unique about this district is it's the connection point between the highest AMI of the North Loop and the lowest AMI of Heritage Park, and it doesn't have any permanent residents, only temporary and transitional, who identify it as their place over time and history. Collison added there is tremendous opportunity to show creativity and do something special that will tie the surrounding communities together.

For the benefit of new members, Koch explained the scale and the gravitas of what we're doing in this area is significant, and the work we've done over the past 3 years related to the Glendale Avenue Corridor can be accessed online at <https://www.nulooppartners.org/resources/>.

5. Youth & Families Determined to Succeed

Collison prefaced this presentation by highlighting Plymouth Avenue is a key corridor connecting the Willard-Hay and Near North neighborhoods to North Loop and the YFDS is animating some important buildings along this corridor.

Melvin Anderson, Executive Director (<https://www.linkedin.com/in/melvin-anderson-34236010/>), provided

an overview of his organization, the nonprofit work they've been involved in over the past 21 years, and some of their mission-based development projects.

YFDS provides obesity and associated diseases intervention to youth and families by delivering best practices in health, nutrition and fitness programs to heal bodies and end generational obesity (<https://www.yfds.org/families-4health>).

They also provide leadership and personal skills development programs that lead to college scholarships, foster life-long success and end generational underachievement (<https://www.yfds.org/youth-leaders-of-change>). Over the last 15 years, 90% of YFDS youth went to college. This year alone there are 18 seniors in their second year of college and have received academic and athletic scholarships totaling over \$1.2 million.

As part of a larger effort to bring resources needed to combat health disparities, and in partnership with former triathlete and philanthropist Erika Binger, V3 Sports purchased the former bookbinding building at 701 Plymouth Avenue North as part of Phase 1 of this project.

In Phase 2 they completed renovations on 15,000 square feet of the 70,000 square foot project and opened the Wellness Center (<http://www.startribune.com/nonprofit-opens-new-wellness-facility-in-north-minneapolis-to-combat-obesity/508821572/>) and are in the process of negotiating contracts with clinics, hospitals and insurance companies around billing codes for their services because 70% of their clients will be referred by physicians who are unsure about what next steps to take; YFDS will come in and hold these clients hands for 12-18 months to ensure youth and families succeed.

In Phase 3 they'll tear down the front of the building to install an Olympic pool over a 200-meter track and add some retail (<https://www.bizjournals.com/twincities/news/2018/01/25/olympic-size-pool-track-planned-where-north-loop.html>). Now they'll have the capacity to reach more families where they're located. Although YFDS has limited resources to provide these services, they do have earned revenue strategies, e.g., working with Hennepin County on contracts with clinics.

Another mission-based development project he's working on, and through which he met Collison, is a full city block senior housing project with some retail in North Minneapolis. Collison, along with Ned Abdul of Swervo Development, are his unofficial mentors, so wish him luck!

Anderson, who came here from Pittsburgh, Pennsylvania on a football scholarship, ended up launching three businesses here, but as a developer he commented it's not only about developing projects, it's also about giving back and doing good. Then he distributed his business cards, brochures and donation envelopes. For more information, Anderson can be reached at 612-486-6730 or visit <https://www.yfds.org/about-us>.

6. Utility Company Update: CenterPoint Energy

As a follow up to his presentation to the SC on December 18th, Al Swintek, Manager of Local Government Relations, gave an overview of the (1) company; (2) ways in which they're committed to Safety, Reliability, Affordability & the Environment; (3) their innovative technologies; and (4) ways to save energy and reduce GHG emissions.

Their roots run deep and they're heavily invested in Minneapolis. This year they will have been in Minneapolis for 150 years originating at 1240 West River Parkway across from the American Red Cross in 1870 as Minnegasco.

They pay a fair amount of taxes, i.e., \$3.3 million in 2019, and in 2018 collected \$8.8 million in franchise fees that went to the City's operating fund and supporting the Clean Energy Partnership projects (<https://mplscleanenergypartnership.org/>).

They're headquartered at 505 Nicollet which they purchased from United Properties. The interior was designed by HGA and built out by RJM Construction.

A gas company delivers a lot of energy. Of note last year during the solar vortex, CenterPoint, which does not service the entire state of Minnesota, delivered more energy than the entire nameplate capacity for Minnesota and it takes a lot of investment to accomplish this, i.e., over \$200 million annually for the past 6+ years and they expect that trend to continue. If you rewind the clock to 10 years ago, they were more in the order of \$70 million annually; a lot of this increase is due to Public Works street replacement projects when they're able to go in and replace their aging infrastructure by deploying innovative state-of-the-art technologies. As a result, they have reduced methane emissions from their operations by 20% over the last 10 years, and are reducing carbon in the electric grid.

Charting Minneapolis' Greenhouse Gas Emissions (GHG) by citywide activities indicate they collectively made the 2015 target of 15% reduction, but it doesn't look as if they're on track to reach the 2025 target of 30% reduction, so there's a ton of work to be done in order to reach the 2050 target of 80% reduction. From their perspective, conservation is the cheapest, quickest and probably the most efficient way to reduce GHG. When compared to other peer cities and organizations such as the American Council for an Energy-Efficient Economy (ACEEE), they're more efficient and cost effective.

Even though the trend for Weather Normalized Natural Gas Consumption has gone in the right direction, to reduce GHG even further they must turn to technology, e.g., Renewable Natural Gas (<https://www.centerpointenergy.com/en-us/inyourcommunity/pages/renewable-gas-faq.aspx>), and Carbon Capture (https://www.centerpointenergy.com/en-us/Documents/200409_MN_Clean_O2_Factsheet.pdf). During this legislative session we'll be hearing more about the Natural Gas Innovation Act (<https://www.centerpointenergy.com/en-us/InYourCommunity/Pages/Natural-Gas-Innovation-FAQ.aspx>) which will allow them to use this technology.

In conclusion, Swintek apprised the audience what they could do, individually and as a business, to reduce GHG's and costs. For more information, visit https://www.centerpointenergy.com/en-us/residential/save-energy-money/saving-energy?wt.mc_id=VanURL_SaveEnergy&sa=mn.

7. Green Line LRT + North Loop Public Works Construction Updates

Rick Kreuser, Project Manager at Minneapolis Public Works, gave an update on the construction, closures of Glenwood and Royalston Avenue Bridges, and road detours for the Southwest LRT I Green Line Extension project (<https://metro council.org/transportation/projects/current-projects/southwest-lrt.aspx>) through 2021.

He also described some of the prep work being done further southwest for the Kenilworth Corridor ([https://en.wikipedia.org/wiki/Southwest_LRT#Kenilworth_alignment_\(routes_1A,_3A-chosen_route\)](https://en.wikipedia.org/wiki/Southwest_LRT#Kenilworth_alignment_(routes_1A,_3A-chosen_route))). They're working on one of the three bridges that go over the channel between Lake of the Isles and Cedar Lake, and the 2,200 foot tunnel that will run under Cedar Lake Parkway that will cause its closure later this year for 6 months.

Next he gave construction updates for the North Loop Paving (<http://www.minneapolis.gov/cip/futureprojects/WCMSP-200196>) and Pedestrian Improvement projects (<http://www.minneapolis.gov/cip/currentprojects/north-loop-ped-improvements>).

Lastly, he gave a construction update for the Hennepin Avenue Downtown project (<https://www.hennepindowntown.com/>).

For more information, Kreuser can be reached at rick.kreuser@minneapolismn.gov or 612-673-3624.

8. Next General Membership Meeting

Tuesday, March 31st, 5:00-6:30 p.m., at HGA.

9. Closing Remarks

To remind the audience why they're here, why they heard these presentations, and to inspire them to move forward, Koch advised last summer Target Field celebrated its 10th anniversary, meaning in just 10 short years nothing currently seen outside HGA's windows, with the exception of HERC, existed, i.e., no Target Field, Target Field Station, Element Minneapolis Downtown or Fillmore Minneapolis.

When we came together as a group of interdisciplinary businesses, multilevel governmental agencies, and neighbors, the root of our mission was to lay the foundation and attract investment for future development by knitting together communities and leveraging district assets with a special emphasis on Target Field, Minneapolis Farmers Market, transit and energy.

We're still here because our mission is more important than ever. We have valuable connections with our 350+ mailing list of people and organizations setting the groundwork for what we're doing in the Root District, energy, transportation, and human infrastructure.

Lastly, Koch thanked everyone for their participation and reminded them to RSVP for the Root District event on March 4th at Parallel Café (<https://www.mplsdowntown.com/registration200304/>).

Thereafter, the meeting adjourned at 6:31 p.m.