

Executive Director's Report
March 31, 2020
GENERAL MEMBER VIRTUAL MEETING





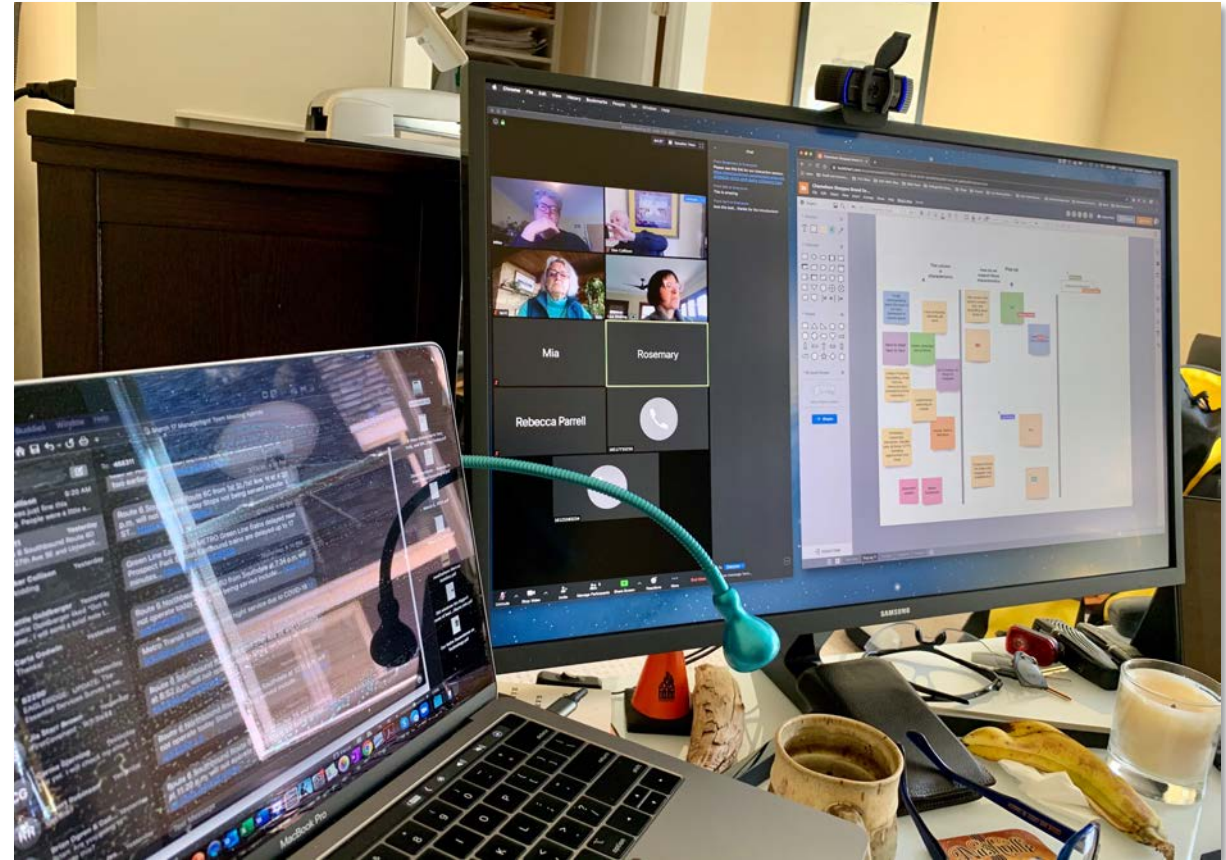
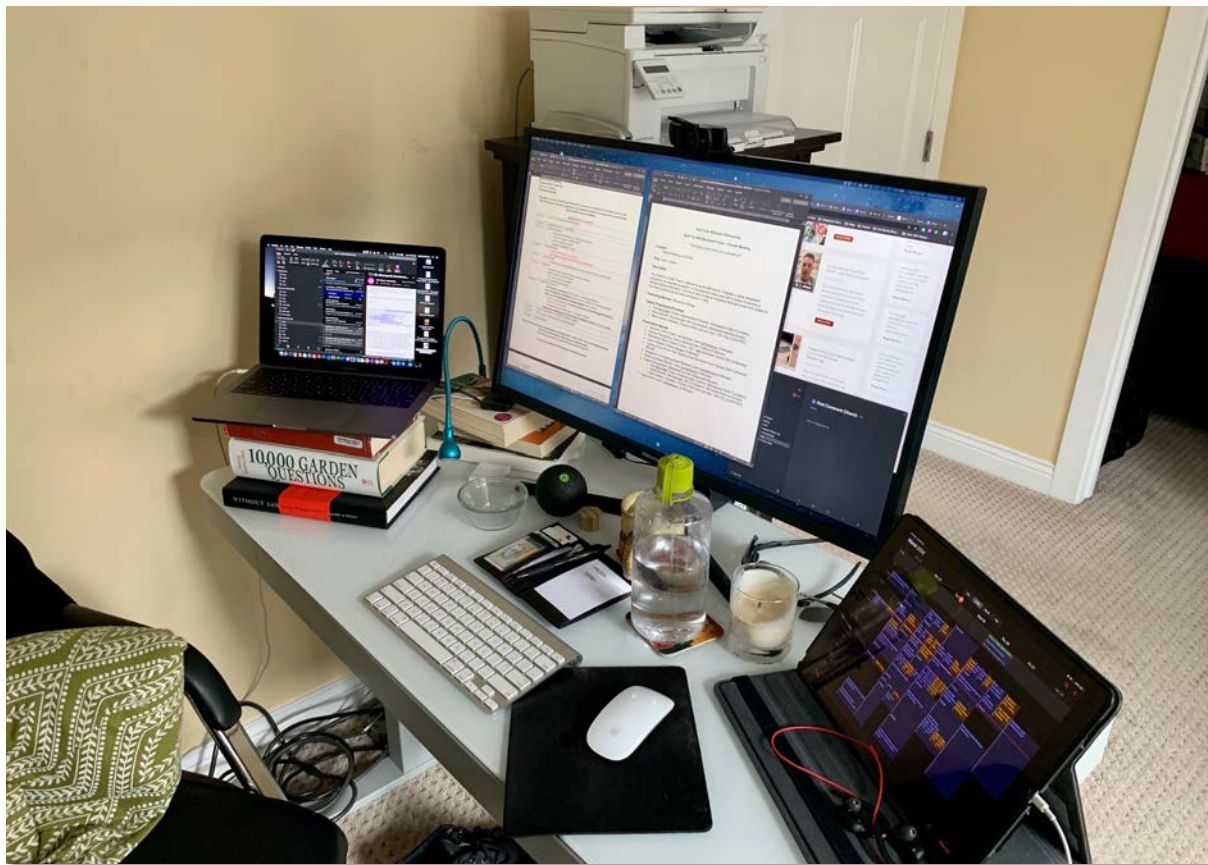
Zoom Meeting Logistics

- Take a few minutes to login before a meeting starts
- Mute the audio (The host can mute people as well)
- Mute or use video as desired + upload a favorite static photo (this might require registering for a free account)
- You can choose virtual backgrounds for your video!
- Feel free to use the “Chat” feature during the meeting to: A) Provide your name and organizational affiliation B) Post questions and share links C) Send private messages to others participating in the meeting
- Presenters can “Share Screen” with the entire meeting



2020 NÜLOOP PARTNERS SPONSORS







padilla
connect with purpose

Coronavirus Media and Sentiment Scan

Monday 3.30.20*

*This will be a live document updated every Monday and Friday mid-morning



Hack of The Week

Go For A Walk During That Next Zoom Meeting

People are skipping Zoom meetings by looping videos of themselves paying attention. [Link](#)





Takeaways

When In Doubt, Think Maslow

Remember Psych 101? It's been a while, but we all learned about [Maslow's Hierarchy of Needs](#). It's a good engagement barometer to keep in mind, now, because people are focusing on the lowest level of unmet need, first, before being ready to address higher ones.

Whimsy Rules

Some brands are gently emerging into branded opportunities (see the Zoom examples on slide 8), but they are not leveraging the pandemic as marketing. Instead, they are meeting people where they are and creating new ways to empower some fun in the mundane.

Be the Good

People want to hear, see and share the good. Social media is flooded with ways to cope in a new normalcy – short and sharable are good near-term content strategies.

Social Strategy = Humanization

Across the board "thank" and "appreciate" continue to be two of the most pervasive emotions on an ongoing basis in the social sphere.



TODAY'S BIG QUESTION:
**HOW DOES A COMMUNITY FLATTEN
THE CURVE – AND KEEP IT FLAT?**

Monday, March 30, 2020



PHOTOGRAPH BY UNIVERSAL HISTORY ARCHIVE/UNIVERSAL IMAGE
GROUP/GETTY

What would elders tell you? They lived through a Depression and a world war. What's the advice of America's oldest to people going through family isolation now? Be generous. Notice small joys. Prepare more, worry less. That's according to Cornell gerontologist **Karl Pillemer**, who began interviewing America's eldest for a project in 2003. "A morning cup of coffee, a warm bed on a winter night, a brightly colored bird feeding on the lawn, an unexpected letter from a friend, even a favorite song on the radio," Pillemer advises. "Paying special attention to these 'microlevel' events forms a fabric of happiness that lifts them up daily. They believe the same can be true for younger people as well."

General Updates



BLOG

Artcetera

(<http://www.startribune.com/variety/Artcetera/>)

First Ave, Dakota and Crooners make national 'best venues' lists (again)

By Chris Riemenschneider | FEBRUARY 20, 2020 — 1:59PM

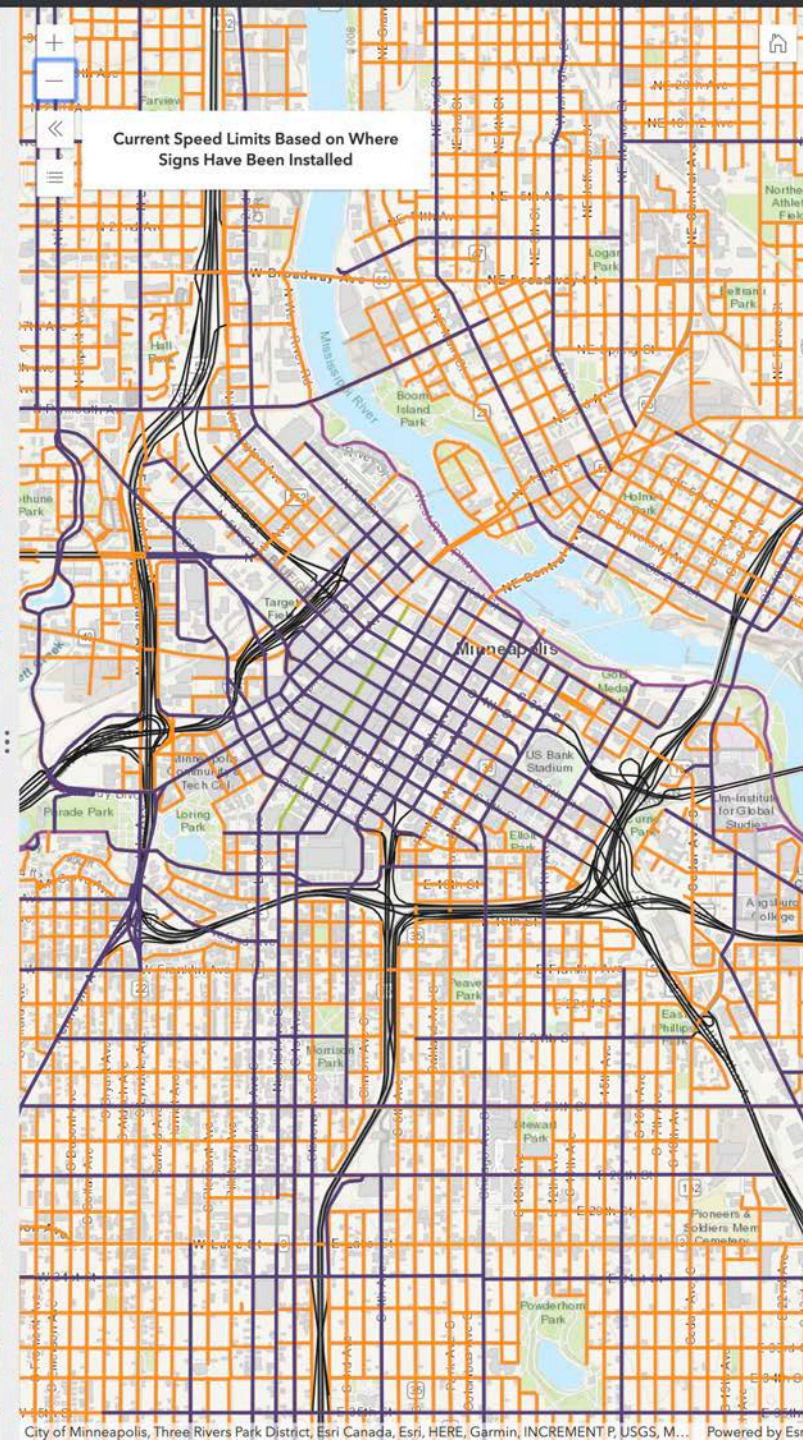
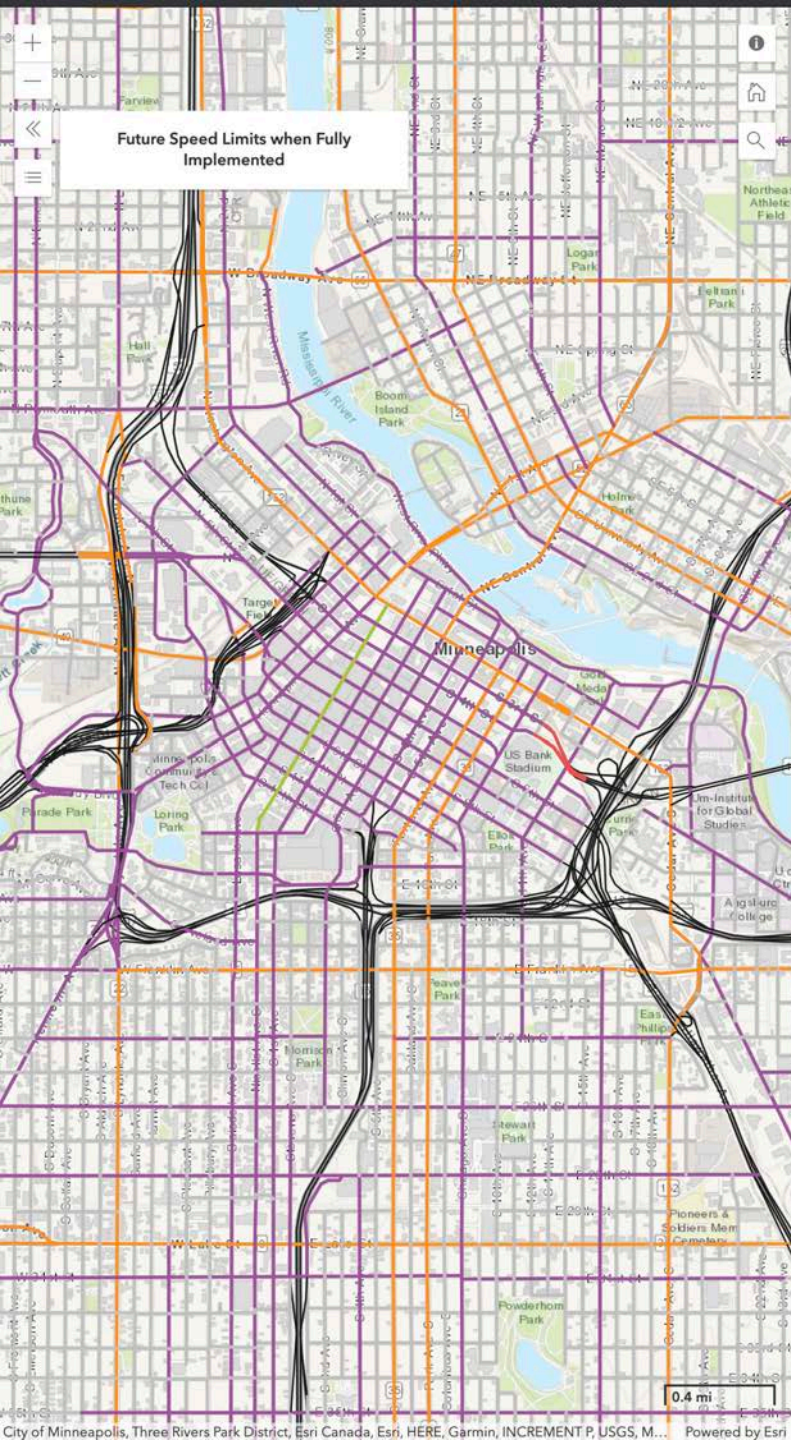


Rolling Stones drummer Charlie Watts hit the Dakota with his namesake jazz band, featuring Bernard Fowler on vocals, before his other band played TCF Bank Stadium in 2015. / Carlos Gonzalez, Star Tribune

Meanwhile, First Ave was named one of the “9 Coolest Concert Venues in the United States” (https://www.themanual.com/culture/coolest-concert-venues-in-amerca/?fbclid=IwAR3mWvN0COZGCEQyvRE_anXKpemD7nlqnlT6t-K0qejwBG-eUQ_C-2h8fdM) by the Portland, Ore.-based men’s-life hipster blog the Manual. That may not sound as prestigious as making similar lists compiled by Rolling Stone (<http://www.startribune.com/first-ave-electric-fetus-named-best-in-u-s-again-by-rolling-stone/502770432/>), but this tally clearly drew on unique character and history over everything else, with Chicago’s Green Mill, New Orleans’ Preservation Hall, the Hollywood Bowl and Austin’s Moody Theater (where “Austin City Limits” is taped) also all making the cut.

That was the second brag-worthy honor for First Ave received this week. The Minnesota Twins also announced a special July 28 First Ave theme night (<https://www.mlb.com/twins/tickets/specials/first-avenue>) that will include limited-edition jerseys based off the club's 50th anniversary this year, the celebration of which officially kick off in early April (<http://www.startribune.com/first-ave-announces-hold-steady-neko-case-golden-smog-for-april-s-50th-anniversary-weekend/567730592/>).





On March 12, The Cities of Minneapolis and Saint Paul announced plans to lower speed limits to support safer streets. Slower speeds on local streets make travel safer for everyone no matter how you get around.

New speed limits will be:

- 20 mph for local residential streets;
- 25 mph for larger, arterial city-owned streets; and
- 30-plus mph for a few city-owned streets.
- Per Minnesota law, cities do not have authority to change speed limits on county and MnDOT roads. Speed limits on these streets in Minneapolis and Saint Paul will not change.
- Map below shows what the speed limits will be on individual streets

New Speed Limits

SPEED_NEW

- 10 mph
- 20 mph
- 25 mph
- 30 mph
- 35 mph
- Private
- 40+ mph

Life Time picks a site for coworking offices in downtown Minneapolis

Mar 13, 2020, 10:46am CDT

Life Time Inc.'s expansion into the coworking sector is reaching downtown Minneapolis.

The Chanhassen-based company announced it is planning to open a 53,000-square-foot Life Time Work on the top three floors of the former YMCA building near Hennepin Avenue and Ninth Street.

That 125,000-square-foot building is being redeveloped by Minneapolis-based Swervo Development, replacing a mostly brick façade with a glass curtain wall.

Life Time has already opened its high-end coworking offices in St. Louis Park's West End, at Southdale Center in Edina and in Philadelphia and Houston. More are planned in Coral Gables, Fla., Dallas and Houston. See photos of the West End location below:

The new downtown location, at 30 Ninth St., will have 75 offices, 10 conference rooms, 22 quiet rooms, private phone rooms and open meeting spaces.

When it opens this fall, the Life Time Work will be skyway connected to not only the rest of downtown, but also Life Time's health club at Target Center. Coworking memberships come with a health club membership.

"It's the perfect flagship location in our home market, with direct city skyway and street access to our Target Center athletic club and adds significant value for new members and for our existing Life Time Work members in St. Louis Park and Edina who will have reciprocal access to the Lounge space at this new downtown location," Life Time Work President James O'Reilly said in a news release.



SHEA DESIGN VIA SWERVO DEVELOPMENT

This is a rendering of the "Thirty," which is a redevelopment of the former downtown Minneapolis YMCA building. Life Time will open a coworking location in the building this fall.

Nick Halter

Senior Reporter/Broadcaster
Minneapolis / St. Paul Business Journal



North Loop's ClickSwitch 'just hammering down on growth and hiring'

Minneapolis fintech company doubles in size, attracts big banks as customers.

By Evan Ramstad (<http://www.startribune.com/evan-ramstad/232499901/>) Star Tribune

MARCH 3, 2020 — 9:06AM

ClickSwitch Holdings Inc., a Minneapolis fintech firm, more than doubled its staff during 2019, its founder said, and has started attract some of the nation’s biggest banks to use its technology.

The closely-held company now has more than 60 employees and a new office in the North Loop that is already getting tight, just a few months after leaving its previous space near Target Center downtown.


“We’re just hammering down on growth and hiring,” Cale Johnston, the company’s founder and chief executive, said in an interview last week.

The company created a system that banks can use on their websites and apps to quickly sign up and transfer customers who have direct deposits and bill paying automated at other banks. It [began to grow quickly \(http://www.startribune.com/minneapolis-fintech-company-makes-it-easier-to-move-bank-accounts-around/505594732/\)](http://www.startribune.com/minneapolis-fintech-company-makes-it-easier-to-move-bank-accounts-around/505594732/) after taking its first outside investment in the summer of 2018.

For now, Johnston said the company is well-capitalized and routinely turning down offers from investors. “We’ve tried to stay smart and not outraise ourselves,” he said.

ClickSwitch initially concentrated on selling its technology to small- and midsize banks, often as an add-on to direct-deposit technology sold by large payroll processing firms. But over the past year, the company built its direct marketing force. Last fall, the company hired Eric Edwards as chief revenue officer. Edwards was formerly an executive at Finastra, one of the largest fintech firms in the world, and Fiserv Inc., the Milwaukee-based provider of digital tools for banks.

Last month, ClickSwitch made its technology available for integration with Finastra’s products. It has also forged direct contracts with three of the nation’s Top 25 banks and is talks with others, the two executives said without discussing specifics.



UNITED
PROPERTIES
CREATING DEEP ROOTS

Minnesota: 952.835.5300 | Colorado: 720.898.8866

Login

Q

Current Developments


Our Work

Why UP

About Us

Our Team

Contact



Loose-Wiles Building


A historic revitalization in the popular North Loop.

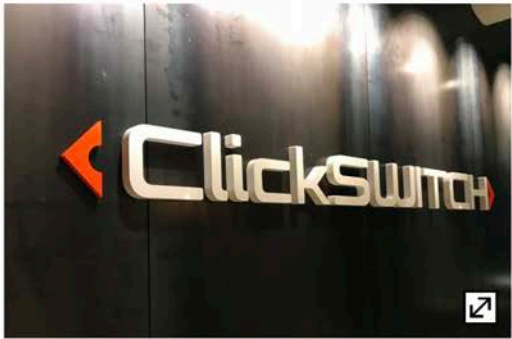
Built in 1911, the building was once home to the Loose-Wiles Biscuit Company (later Sunshine Biscuits) in Minneapolis. United Properties bought the building in a down market and gave it modern upgrades while maintaining its historic warehouse character. Loose-Wiles is now home to a variety of tenants, including marketing, architectural, legal and investment firms and a street-level restaurant.

Address

701 North Washington Avenue
Minneapolis, MN 55401

[Property Website](#)





PROVIDED

ClickSwitch, which moved to a new office in the North Loop, doubled its staff in the past year.

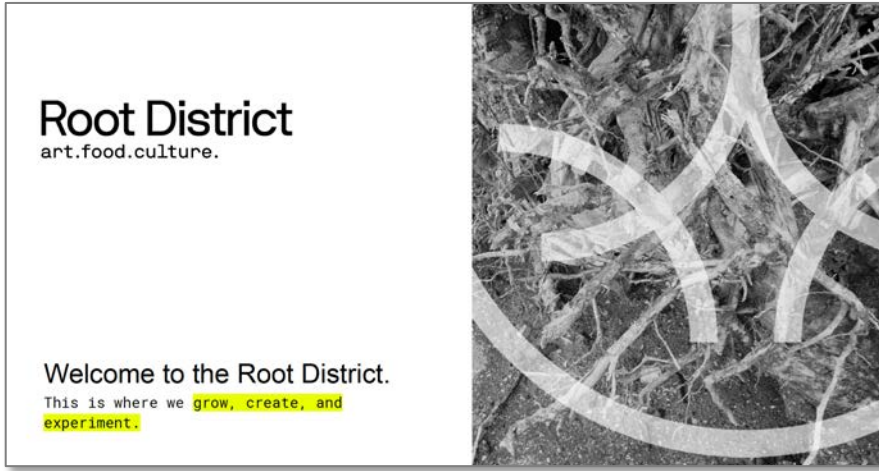
Root District

art.food.culture.

Welcome to the Root District.

This is where we grow, create, and experiment.





Climate Work Group

Key Commitment: We understand ecological systems are in decline. We will take action to minimize our impact on the planet while acting as a model for future development.

Equity Work Group

Key Commitment: We believe diverse communities are more resilient and dynamic. We are committed to being proactive in seeking out solutions and partners to achieve diversity, equity, and inclusion.

Creativity Work Group

Key Commitment: Experimentation, risk, and creativity are signs of vitality. We don't shy away from bold thinking or the unknown. We ask questions, are curious, and keep the creative spirit alive.





**NORTH
LOOP**
NEIGHBORHOOD

HOME

ABOUT

HISTORIC NORTH LOOP

VIDEOS

NEWS

CALENDAR

NLNA ASSOCIATION

DIRECTORY

RESOURCES

CONTACT US



Helping Others

North Loopers Giving Back

March 20, 2020

Even as they worry about their own health and livelihoods, several people in the North Loop are stepping up to help others. Below are a few examples. Computers For Kids Scott Woller,...

[READ MORE](#)



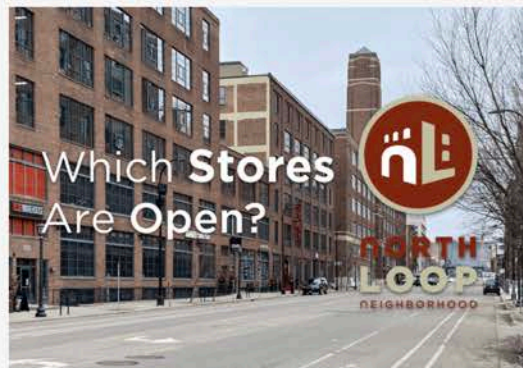
Who's Doing Take-Out?

Some Restaurants, Taprooms Staying Open For Take-Out/Delivery

March 17, 2020

Even though they may have never had an online ordering system or a big supply of take-out containers, several North Loop restaurants have reshuffled to face the new realities of...

[READ MORE](#)



Which Stores Are Open?

Some Retailers Stay Open, Many With Changes

March 16, 2020

Some North Loop retailers are keeping their doors open for now, emphasizing the cleaning precautions they're taking and presenting some creative ways of keeping a social distance while shopping. We will...

[READ MORE](#)

destined for the North Loop, our spirits warmed just thinking about what Stilheart Distillery and Cocktail Lounge might hold in store when its doors finally opened.

[Read More >](#)

WEST ELM HOME FURNISHINGS STORE IN MINNEAPOLIS' NORTH LOOP OPENS THURSDAY

West Elm furniture store is scaled to fit the needs of downtown Minneapolis residents.

[Read More >](#)

BUILDING BLOCKS: ELEMENT BUILT TO BLOCK DOWNTOWN DIN

The Element Minneapolis Downtown at 501 Sixth Ave. N. opened in January just ahead of the first acts hitting the stage at the Fillmore music venue nestled inside and underneath the 156-room hotel. [Read More >](#)

HOME RUN FOR ISAAC BECKER WITH HIS FOURTH RESTAURANT, SNACK BAR

With his new Snack Bar, one of the Twin Cities' top chefs is once again proving his influence. [Read More >](#)



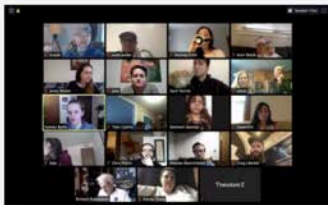
North Loopers Giving Back

March 20, 2020

Even as they worry about their own health and livelihoods, several people in the North Loop are stepping up to help others. Below are a few examples.

Computers For Kids

Scott Woller, owner of **Corner Coffee** and pastor of Corner Church, is asking for computer donations to help families needing them for home schooling. So far, he's been able to connect a few families with donations, but if you have a computer to offer—or you're in need of one, write to scott@cornerchurch.tv.



He's also doing video conference calls with prayer time to help people dealing with isolation and anxiety.

Food For First Responders

As his **Thigh Times Birdhouse** restaurant sits idle at North Loop Galley, owner Jared Brewington teamed up with Hennepin County's chief public defender, Mary Moriarty, to take food to Hennepin County Sheriff Dave Hutchinson, Minneapolis Chief Medaria Arradondo and other officers. Brewington, Arradondo and Moriarty serve on the board of YouthLink which helps teens experiencing homelessness.

(first responders) contribute in order to be prepared to keep us safe (while we are all learning about this public health and economic crisis at the same time) shouldn't go unnoticed or unappreciated," Brewington said. "The leadership and poise that they have demonstrated brings calm and vital information during anxious times. And for that, a little feast was in order! We may be hurting in our industry, but our hearts have pride and thanks for effective leadership in times of crisis."



Chief Arradondo, Jared Brewington, Sheriff Hutchinson

Sweat Minnesota



With fitness centers shut down across the state, several North Loop residents, including Dawn Bryant, Liz Krueger, Holly Janiszewski (owner of Holly J Fitness) and Dr. Taylor Meyers (co-owner of Core Lifestyle clinic) joined with other health and fitness professionals in creating a new website. "**Sweat Minnesota** is an easy way for others to find wellness, whether it's a virtual workout or online therapy," said Janiszewski, whose husband, Joe, is also providing help with the site.

Fighting Hunger

Askov Finlayson has partnered with **Second Harvest Heartland**, selling t-shirts online with proceeds to help feed the hungry and keep restaurant workers employed. Second Harvest just launched Minnesota's Central Kitchen to distribute prepared meals to neighbors in need, with the help of local restaurants including Bachelor Farmer in the North Loop. City Pages wrote [an article](#) about it.



Blood Donations



A few of you have asked where to donate blood during this time of extreme need. The closest donation point for the **Memorial Blood Centers** is in downtown Minneapolis at 706 2nd Avenue South #137 (Baker Center). Check their website or call 888-448-3253 for more information.

By Mike Binkley, North Loop Neighborhood Association

Jackson Schwartz Hennepin Made “Keep the Lights On”

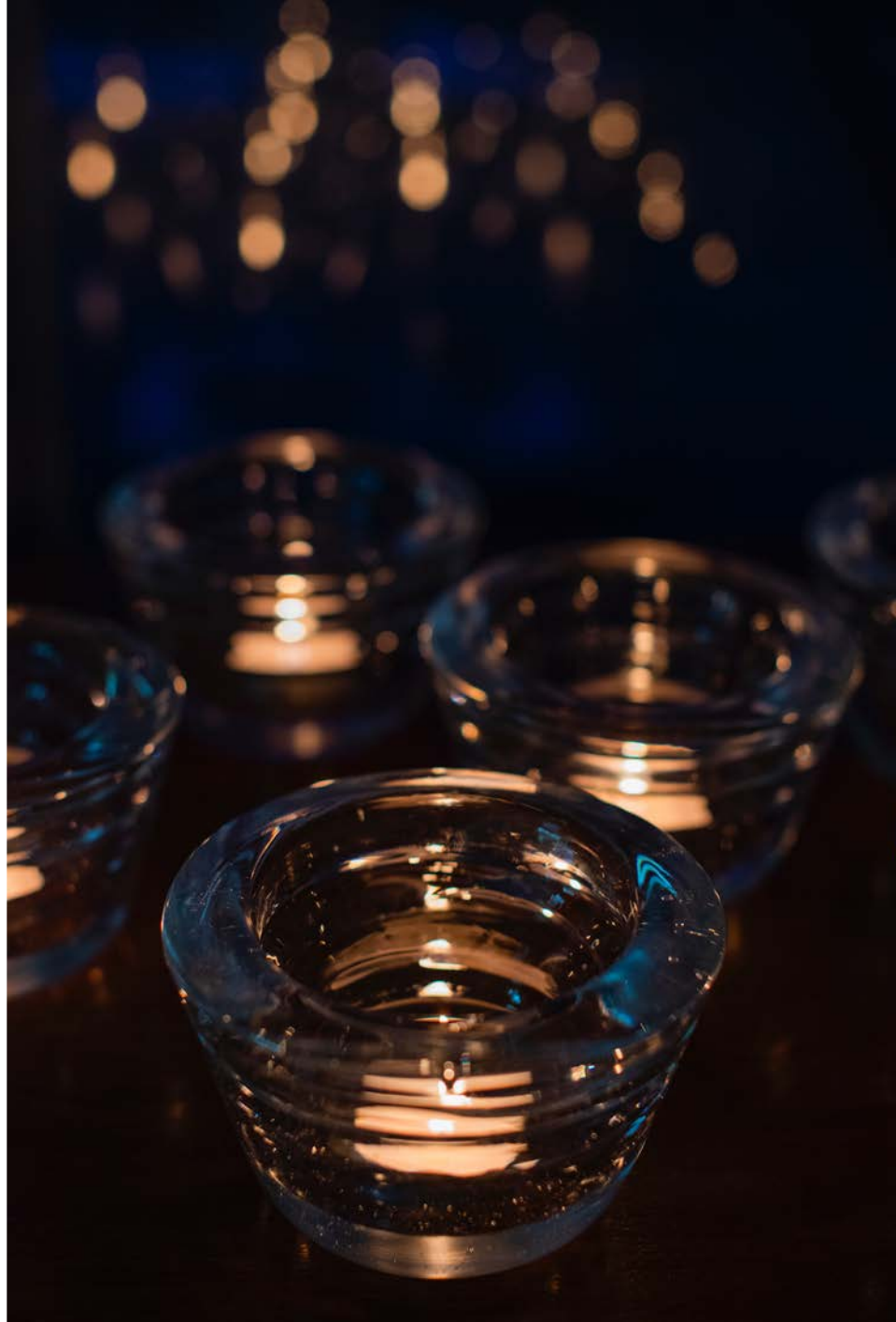


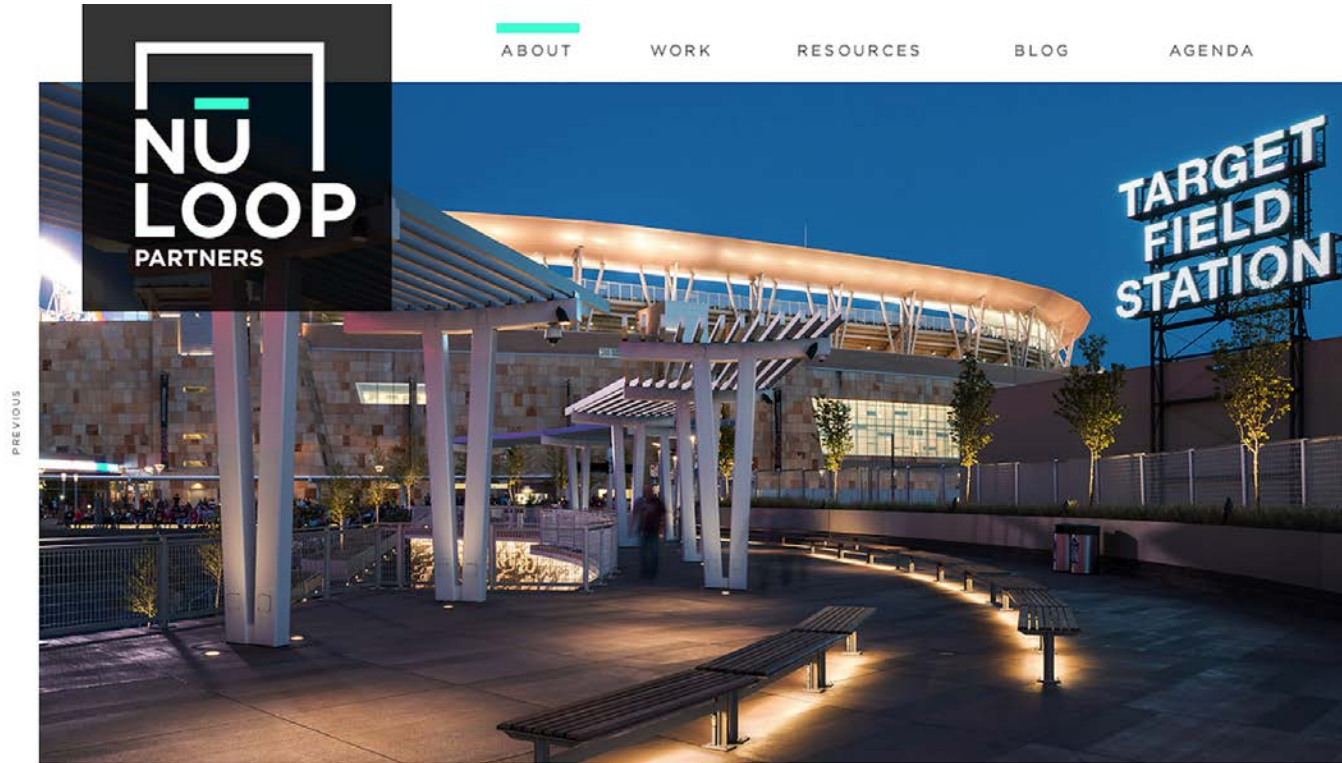












Executive Director's Report
March 31, 2020
GENERAL MEMBER VIRTUAL MEETING



Shane Zahn

Director of Safety Initiatives

Minneapolis Downtown Council- DID





Mpls DID deploys hand washing stations throughout downtown

MINNEAPOLIS (March 24, 2020) — The Mpls Downtown Improvement District today announced the deployment of hand washing stations throughout the downtown core.

At a time where hand cleanliness is a crucial necessity for the public's overall health, this initiative placed 10 hand sanitizing stations throughout downtown. The dual-sink units will include water, soap and paper towels.

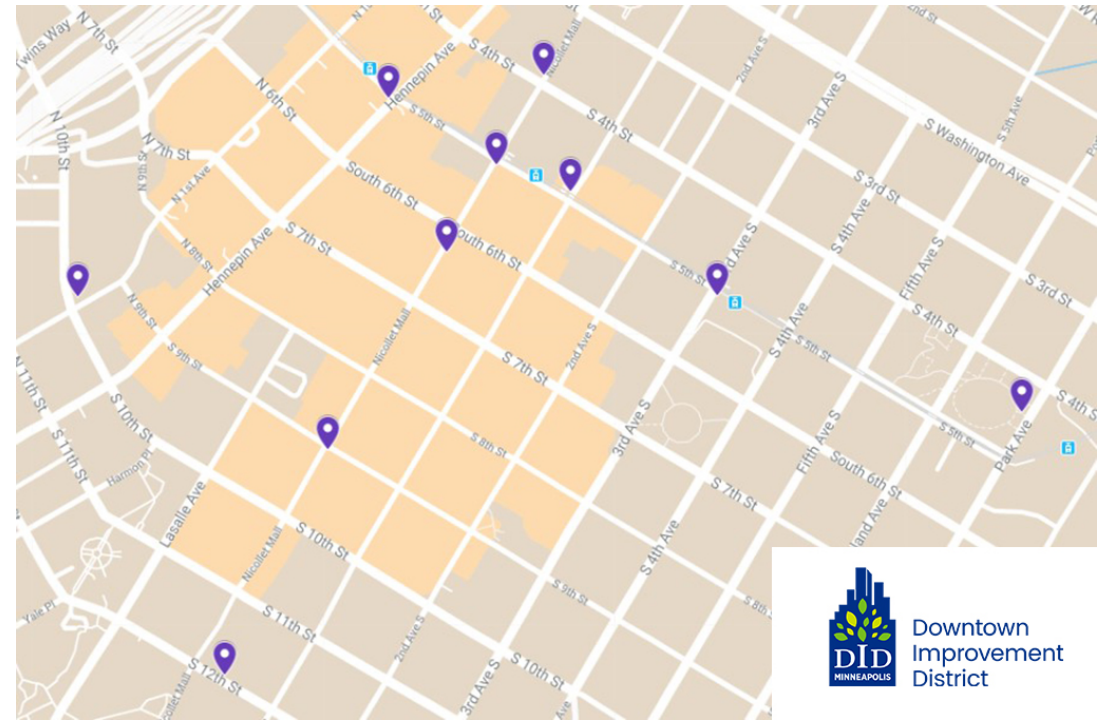
Locations were placed along Hennepin/1st Avenues, Nicollet, and between 4th and 5th Streets, and locations are subject to change.

"This is a critical time for our community to have accessible handwashing locations," said Steve Cramer, President & CEO of the Mpls Downtown Improvement District. "The DID identified portable handwashing stations as an important resource during these evolving times. The DID remains committed to doing our part to best support our downtown community as we navigate together."

"Having publicly-accessible handwashing stations is a policy priority expressed by the Mpls City Council's resolution during declared emergencies," said Ben Shardlow, Director of Urban Design for the Mpls Downtown Improvement District. "This initiative is a way we can help provide service to the downtown community."

The attached map shows the locations of the handwashing stations.

About the Mpls Downtown Improvement District





DOING
THE MOST
GOODSM

The Salvation Army Harbor Light Center



COVID-19

State Stay at Home Order

Plan for Sally's and Safeway Guests

3/28/2020—4/10/2020

.....

Recognizing that the 180+ people
who utilize Harbor Light Center overnight-only shelter each night
(Sally's and Safeway) need a place to stay and spread out
during the day while the Governor's Stay at Home order is in force,
the following plan has been developed and will be in place

Saturday, March 28, 2020 and will continue through Friday, April 10, 2020.

- ♦ Currie Avenue will be blocked off at 10th Street
 - Egress/access to Currie Avenue will be available via 11th street
- ♦ Tents, tables, and chairs will be set up, providing a place to sit and rest
- ♦ The chapel will open at 9am for movies and additional space
- ♦ Mad Dads will provide security outside each day from 12:00 noon – 7pm
- ♦ DID will set up 2 hand washing stations plus porta-potties
- ♦ Breakthrough Ministries will provide a hot meal for clients at about 2pm each day. 2.4 Ministries already provides breakfast, and the Harbor Light provides food for the evening.
- ♦ Sally's and Safebay guests will still check out by 9am each morning, and will check back in at their regular times in the evening. They will still need to reserve beds, etc. All check in and check out processes will remain the same.
 - This will allow us to clean both Sally's and Safebay, including bunks and mats, so that they are safe and ready for guests to return in the evening



Tim Bildsoe
President

North Loop
Neighborhood Association

NEW FALL DATE

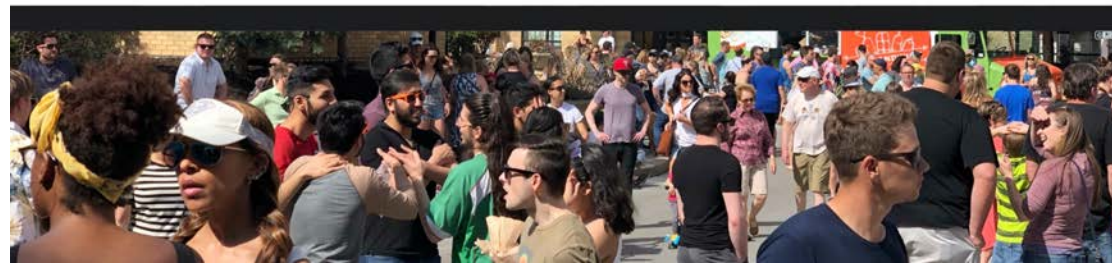


2020 NORTH LOOP FOOD TRUCK FAIR

Sunday, September 20, 3pm - 7pm
Heritage Landing Courtyard
415 North 1st Street, Minneapolis

FREE ADMISSION
FOOD TRUCKS • BEER GARDEN • MUSIC

northloop.org #nlfoodtruckfair



NLNA 2020 Priorities & Board Parent

Version: 2/25/2020

Community Engagement:

- Civic & Service (Bri)
- Social (Scott)
- Communications (Diane & Mike)
- Trash Pick-Up (Tim)

Neighborhood Safety:

- Pedestrian (Dana, Ron & Tim)
- Personal (Dana, Ron & Tim)

Parks & Beautification:

- Trees (David)
- Community Gardens (David)
- James J. Rice Park (David & Bri)
- Sustainability (David & Bri)
- Trash Cans (Tim & David)

NL Dog Park:

- Maintenance & Management (Mike & Jenn)

P&Z Committee:

- Committee Meetings (Francesco & Ron)
- Historic Preservation (Francesco & Ron)

NLNA 2020 Priorities, Continued

Public Art:

- New & Existing (Mike & Francesco)

Business Engagement:

- Activities Defined (Jenn & Dana)

Parking:

- Activities Defined (Tim, Jenn & Dana)

NL Root District:

- Activities Defined (Jackson)

Financial Security:

- Activities Defined (Tim)

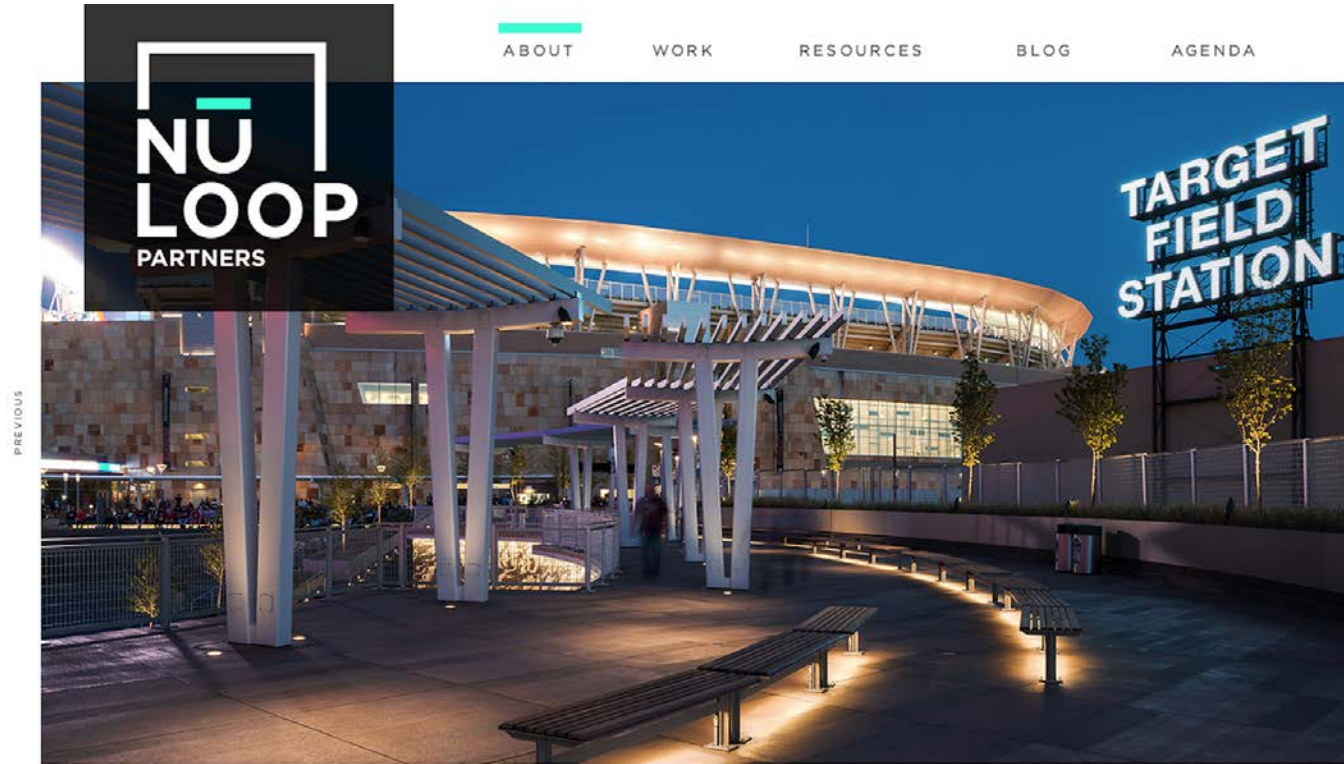


David Frank
Director
Community Planning and
Economic Development

City of Minneapolis

Rick Kreuser
Project Manager

Transportation Engineering &
Design
Public Works
City of Minneapolis



Executive Director's Report
March 31, 2020
GENERAL MEMBER VIRTUAL MEETING

