



NūLoop Partners Membership Meeting
Tuesday, March 31, 2020, 5:00-6:30 p.m.
Via Zoom Conference (<https://www.nulooppartners.org/news/meetings/>)

Membership Meeting Notes

1. Call to Order

As members joined the meeting, Chair and HGA Emeritus Nick Koch, who was participating from the ding room of his 100-year-old Southwest Minneapolis home, named who he saw as the host did in the early children's television series Romper Room (https://en.wikipedia.org/wiki/Romper_Room). Those in attendance via Zoom or phone included:

Tim Bildsoe, North Loop Neighborhood Association
Mike Binkley, North Loop Neighborhood Association
Rochelle Dotzenrod, Hempel Companies
Alice Eicholz, NLNA Planning & Zoning
David Frank, Minneapolis Community Planning and Economic Development
Christie Rock Hantge, NūLoop Partners Staff
Denise Holt, ICF Next, DMNA Land Use Committee
Josh Katan, Minneapolis United Soccer Club
Dan Kenney, Minnesota Ballpark Authority
Rick Kreuser, Minneapolis Public Works
Neil Reardon, ESG Architects and Engineers
Dave St. Peter, Minnesota Twins
Jackson Schwartz, Hennepin Made, Parallel Café
Hayden Selingo, City Center Real Estate Services
Carletta Sweet, NūLoop Partners Staff
Al Swintek, CenterPoint Energy
Sarah Traczyk, Element Minneapolis Downtown
Shane Zahn, Minneapolis Downton Improvement District

After welcoming everyone, he thanked NūLoop Partners Staff and all those who made this meeting platform work. Last week's Steering Committee and several Root District Working Group meetings have been conducted via Zoom and it has been working well. Koch then extended appreciation to Jackson Schwartz and all leaders working on the Root District which is our new optimum focus and energy level which is high.

Realizing meeting this way is not optimal, he noted it's necessary, prudent and the right thing to do. And because he believes our work is important and the neighborhood will continue to improve, we must keep doing this work, and by continuing to work and stay together we can fight this (expletive) virus. We'll just strive forward and be successful.

2. Zoom Meeting Protocol and Agenda

For the uninitiated, Executive Director Dan Collison familiarized the audience with some best practices in Zoom meeting participation and provided an overview of the agenda.

3. Executive Director's Report

Collison reported on the following:

a. Gratitude for the 2020 Sponsors

Be The Match	Minneapolis Downtown Council
CenterPoint Energy	Minnesota Lynx
Clearway Energy	Minnesota Timberwolves
Downtown Minneapolis Neighborhood Assn	Minnesota Twins
Element Minneapolis Downtown	North Loop Neighborhood Assn
Fulton Brewing Taproom	Number 12 Cider
Great River Energy	Schafer Richardson
HGA	Swervo Development Corporation
Hines	Target
ICF Next	United Properties
Lee & Associates	Xcel Energy
Mayo Clinic	

b. COVID-19 Landscape

- i. **Padilla's Coronavirus Media and Sentiment Scan.** This was developed by their Insights + Strategy and Digital/Social teams to bring the week's noteworthy developments surrounding the pandemic to their clients; it helps them stay on top of how it's impacting brands and services and how people are experiencing work. The scan can also be fun and lighthearted, e.g., Hack of the Week which showed people are skipping Zoom meetings by looping videos of themselves paying attention.

Takeaways include: (1) when in doubt, think Maslow's hierarchy of needs; (2) whimsy rule; (3) be the good; and (4) social strategy of humanization.

- ii. **National Geographic: How does a community flatten the curve?** Collison considers what would elders tell you (<https://www.nulooppartners.org/wp-content/uploads/2020/04/3-31-20-NuLoop-Partners-Steering-Committee-Meeting-Executive-Director-Report.pdf>) as inspirational.

c. General

- i. First Avenue has been named one of the 9 coolest concert venues in the U.S. (<https://bringmethenews.com/minnesota-lifestyle/3-minneapolis-music-venues-ranked-among-best-in-u-s-the-world>), and in honor of such, there will be a First Avenue Night at Target Field on July 28th (<https://www.mlb.com/twins/tickets/specials/first-avenue>).
- ii. Read Vision Zero (<https://www.visionzerompls.com/>), the City's initiative to eliminate deaths and life-altering injuries on our streets by lowering speed limits. Both Twin Cities are committed to this effort (<http://news.minneapolismn.gov/2020/03/12/cities-minneapolis-saint-paul-announce-new-lower-speed-limits/>).
- iii. Life Time Work, the world's only integrated coworking space and health club experience, moves into the top 3 floors in Swervo's office project at 30 South 9th Street (https://www.bizjournals.com/twincities/news/2020/03/13/life-time-picks-a-site-for-coworking-offices-in.html?ana=RSS&s=article_search).
- iv. ClickSWITCH, a fintech company in the Loose Wiles Building at 701 Washington Avenue North, has more than doubled staff and is attracting some of the nation's biggest banks to use its technology (<https://www.startribune.com/minneapolis-fintech-company-doubles-in-size-attracts-big-banks-as-customers/568438842/>).

- d. **Root District.** In partnership with the Minneapolis Downtown Council, co-convened *Introducing the North Loop “Root District”* at Hennepin Made/Parallel Café on Wednesday, March 4th. The three Work Groups, Climate, Equity and Creativity, meet monthly and there are about 70 cross-sector professionals representing 50 firms who are stepping forward to lead each initiative. Collectively, they seek to establish sustainable development at district scale, steward resources toward equitable growth, and leverage creativity to build a distinctive place. He encouraged those interested to reach out to him.
- e. **North Loop Neighborhood Association** continues to drive meaningful content on their website (<https://northloop.org/>), i.e., videos, articles, news of connecting to neighbors, commerce, small businesses and initiatives that will support and carry us through this difficult COVID-19 period.
- f. **The Ripple Effect Project: Keep The Lights On.** Jackson Schwartz noted the last couple weeks have been treacherous for a lot of businesses including the hospitality community, and even prior to the Governor’s order shuttering bars, restaurants and other public gathering places, he had shut down Parallel Café and his events business in the Holden Room.

In trying to figure out what they could do, he discovered a lot of companies with whom he’s friends were fulfilling a functional need by making medical supplies. Since they make glass, they decided to fulfill an emotional/spiritual need by designing the Ripple candle votive as a sign on the horizon that we’re going to get through this. Starting tomorrow, they’ll be distributing them to all the restaurants in the North Loop for them to place in their front windows as a sign of solidarity. He’ll tell the story through an interview with Mike Binkley (<https://northloop.org/glowing-symbols-hope-restaurants/> and <https://www.youtube.com/watch?v=gfwCz2axBeU>) and a subsequent PR campaign to talk about the strength of the neighborhood.

4. Minneapolis CPED Update + COVID-19 Response

David Frank, Director, advised he and his incredible team have been working on support for small businesses they hope will roll out in the next few days, rental assistance for those with very low income and have lost that income, and with regional partners to find a series of sites for alternative health care facilities (<https://www.fox9.com/news/officials-alternative-health-care-facilities-needed-to-prevent-minnesota-icus-from-being-overrun>).

In the larger picture, they’re expecting to see revenues fall off dramatically from some who are unable to pay their property tax bill, business license fee collections, and development permit fees. Today a hiring freeze was imposed (http://www.minneapolismn.gov/www/groups/public/@hr/documents/webcontent/convert_260732.pdf) and he expects other steps will happen in the future. Conversations have begun about property taxes, but he can’t comment as decisions will be made by others. He expects there will be all kinds of unusual solutions to this problem they’ve never encountered before that will be considered seriously.

Collison then invited everyone to participate in Mayor Frey’s City-wide call with the business and employee community (<https://www.mplsdowntown.com/mayor-jacob-frey-to-hold-city-wide-call-with-business-employee-community/>).

5. Downtown Safety Plan and COVID-19 Response

Shane Zahn, Director of Safety Initiatives for Minneapolis DID, advised April 6th was the launch date for many of their safety initiatives. Many initiatives are done year-round, and as they layer into the summer strategies, they’re ready to go once things start to get back to normal hopefully. The Ambassadors are doing light duty cleaning, the Safety Communications Center at the 1st Precinct (<https://www.mplsdid.com/safety>) has been shut down during the stay at home order, but are

doing remote satellite monitoring for communications, and connecting on a weekly basis with MPD, Metro Transit, and Hennepin County Sheriff's Department.

As of last week they saw a 50% decrease in violent crime in downtown, but they also saw some upticks in burglaries in businesses. Schwartz's Keep The Lights On program and arming alarm systems are great crime prevention through environmental design.

Because of how quickly the state's stay at home order came through, resulting in the closure of public resources and services, they have partnered with The Salvation Army Harbor Light Center which shelters approximately 180 people per night. They brought in public washrooms and hand washing stations into the area and they're definitely being used.

Because they've seen a lot of livability, quality of life and homeless issues downtown, next week they'll be engaging with Lieutenant Grant Snyder's team to talk about the areas they're concerned about and work with his resources. More about this to come.

To prevent the spread of COVID-19 to first responders, the MPD will handle non-life threatening calls at a new call center (<https://www.fox9.com/news/minneapolis-police-officers-to-handle-non-emergency-calls-at-new-call-center>).

They continue to be diligent with their safety efforts and partnerships that are on RadioLINK Security Communication Network.

6. North Loop Neighborhood Association

President Tim Bildsoe provided an overview of their annual priorities which were derived from their Wednesday, January 29th annual meeting, subsequent conversations with the Board, and input from the public and residents. Because things have been changing, what they thought they'd focus on 6 months ago and is different than what they're doing today. Current top priorities are:

- a. Community engagement is their main mission and they need to find different ways to do it. Outreach through social media has been a big effort and that'll be the way they'll be engaging with folks until something changes.

The Food Truck event has been moved to September 20th (<https://northloop.org/event/2020-north-loop-food-truck-fair/>), and the Candy Grab has been cancelled.

Going forward, Board and Planning and Zoning meetings will be conducted via Zoom.

- b. They will be taking over from Dog Grounds, the management and maintenance of the off-leash dog park at North 3rd Street and 8th Avenue North (<https://northloop.org/off-leash-park-will-not-close/>).
- c. Safety, whether pedestrian or personal. He extended appreciation to Zahn for his public safety update and the work the MPD is doing around property crimes and business checks.
- d. The next presentation on infrastructure improvements.

In response to Koch's question about what the NP could do for them, Bildsoe advised it's twofold: make a donation to YouthLink (<https://www.youthlinkmn.org/>); and support local businesses where you can and when businesses come back to life to continue that support. They're open to ideas on how to celebrate when that happens.

7. North Loop Public Works Construction Updates

Rick Kreuser, Project Manager at Minneapolis Public Works, advised since their infrastructure work is deemed critical, they are continuing their work throughout the city and practicing good social distancing when on site but meetings are held electronically. Then he gave an overview of the following projects:

- a. Hennepin Avenue Downtown (<https://www.hennepindowntown.com/>). Because downtown is quiet these days, they've sped up work with their contractor and number of utilities. This morning they closed Hennepin Avenue from 12th to 7th Streets and there is one northbound lane down the center allowing all the work on the outside on both sides of the street to get done at the same time; it'll stay in that configuration for some time. North of 7th Street is a hodgepodge of utility work, and the block between Washington Avenue and 3rd Street is also closed; the two developments at that end are doing their utility work out into Hennepin Avenue. Then he displayed images of and described the streetscape enhancements.
- b. North Loop Paving work remaining to be completed in 2020 (<http://www.minneapolismn.gov/cip/futureprojects/WCMSP-200196>), and Pedestrian Improvements (<http://www.minneapolismn.gov/cip/currentprojects/north-loop-ped-improvements>).

Al Swintek then described CenterPoint Energy's two-phase project to replace the mid-1960s steel gas main line with a larger modern plastic main line along North 1st Street. This will take about 8 weeks during which traffic will continue to flow, but parking will be restricted and there may be some rerouting (<https://www.centerpointenergy.com/en-us/InYourCommunity/Pages/ConstructionZoneProjectSites/Minneapolis-North-Loop-2020-Neighborhood.aspx?sa=mn&au=res>).

- c. Southwest LRT I Green Line Extension, Glenwood and Royalston Avenue Bridges, and road detours (<https://metrocouncil.org/transportation/projects/current-projects/southwest-lrt.aspx>).

Lastly, he played a 2.46-minute animated video of the enhanced streetscape for Hennepin Avenue (<https://www.hennepindowntown.com/streetscape/>).

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

8. Next General Membership Meeting

Tuesday, May 26, 2020, 5:00-6:30 p.m. at HGA.

9. Closing Remarks

Knowing that these are hard and heartbreaking times, Koch asked how do we endure? The answer is we stay at home for those who can, for our group we stay connected to each other, committed to this cause, and working on the Root District because it's an optimistic future, and we keep the lights on and endure. As Dave St. Peter said, it feels more normal when we're all connected to each other. He then thanked everybody for showing up!

Thereafter, the meeting adjourned at 6:25 p.m.