



NūLoop Partners Membership Meeting
Tuesday, November 30, 2021, 5:00-6:30 p.m.

Hybrid at Glass House, 145 Holden Street North and via Zoom (<https://www.nulooppartners.org/news/meetings/>)

Membership Meeting Notes

1. Call to Order and Introductions

Chair and HGA Emeritus Nick Koch who was broadcasting live from the newly remodeled Glass House, said it's drop deed gorgeous and suggested everyone have meetings and receptions there.

Then he noted this is the last general membership meeting of this calendar year and marks almost 2 full years that we've either been virtual or hybrid, which means we're enduring, persisting, and carrying on even though we're learning letters of the Greek alphabet that we wished we didn't have to know. The work that aligns with our original mission, supports, and advocates for everything we've been doing since before 2010, continues and we've carried on, and in some ways have prospered. He believes we will endure and get through this with gratitude, respect, following the mission, persistence and coming together.

Lastly, he commented we have a great agenda and thanked everyone who is presenting.

Attendees at Glass House

Rick Kreuser, Minneapolis Public Works

Bob Pfefferle, Hines

Jackson Schwartz, Glass House, Hennepin Made (+ Stella his pet dog)

Sarah Traczyk, Element Minneapolis Downtown, NLNA

Other Attendees via Zoom or Phone

Erika Binger, V3-Sports

Stephanie Brown, Urban Land Institute Minnesota

Alice Eichholz, NLNA Planning & Zoning

Jeremiah Ellison, Ward 5 City Council Member

Christie Rock Hantge, NūLoop Partners Staff

Adam Harrington, Metro Transit

Denise Holt, ICF Next

Bruce Lambrecht, MTM Investments

Ra'eesa Motala, Rokos Advisors, NūLoop Partners

Malik Rucker, V3-Sports

Carletta Sweet, NūLoop Partners Staff

Al Swintek, CenterPoint Energy

Jane Townsend, V3-Sports

2. Executive Director's Report

Dan Collison reported the following:

a. Gratitude to Sponsors

Be The Match

Catholic Charities

CenterPoint Energy

Clearway Energy

Minnesota Lynx

Minnesota Timberwolves

Minnesota Twins

North Loop Neighborhood Assn

Downtown Minneapolis Neighborhood Assn
Great River Energy
HGA
Hines
ICF Next
JE Dunn
Mayo Clinic
Minneapolis Downtown Council

Opus
Rokos Advisors
Schafer Richardson
Swervo Development Corporation
Target
United Properties
Xcel Energy

b. North Loop Updates

- i. **GreaterGood moves to Kildall Building** (<https://finance-commerce.com/2021/11/greatergood-moving-to-north-loop/>).
- ii. **Commutator Foundry Building Hotel Project** (<https://www.bizjournals.com/twincities/news/2021/10/12/proposed-north-loop-boutique-hotel-lands.html>; <https://northloop.org/plans-are-back-on-for-luxury-boutique-hotel/>); (<https://www.facebook.com/watch/?v=614570052929244>).
- iii. **Holiday Programming** (<https://northloop.org/>).

c. Other Updates

- i. **Holidazzel** (<https://www.holidazzle.com/>) and other downtown events (<https://www.mplsdowntown.com/events/>).
- ii. **Chameleon Shoppes** (<https://www.chameleonconsortium.com/shopping-spree/>) has five stores open in downtown this holiday season all within five blocks of each other:
 - Uniquely Global at Gaviidae Common (https://www.youtube.com/watch?v=eXZ8Yg_ZsCE and <https://uniquelyglobal.net/>)
 - Roho Collective at IDS Center (<https://www.youtube.com/watch?v=vrA-2WQeIM8>)
 - B'Youtique at the Baker Center (<https://www.youtube.com/watch?v=QdnirJhEJ5M>)
 - Coconut Whisk Cafe' and Bubble Tea shop at Young-Quinlan (<https://www.youtube.com/watch?v=sgwy6l1weyE>)
 - Sistah Co-Op at the IDS Center (<https://www.youtube.com/watch?v=vqEw3Q1M3fs>)

3. North Loop Green Multiuse Development

Collison advised that Bob Pfefferle is a founding member of NūLoop Partners, and as Managing Director at Hines (<https://www.linkedin.com/in/bob-pfefferle-01a69518/>), he has been overseeing some of the most remarkable and complicated scaled projects that downtown has ever seen.

Pfefferle, seeing a lot of familiar faces who have been with NP as long as he has, noted many have had a significant impact on making NLG a reality. It broke ground a couple of weeks ago (<https://www.hines.com/news/hines-announces-start-of-construction-on-north-loop-green>) and now it's a big muddy pit which is good to see because actual construction will soon follow. For those in the neighborhood, you'll see some soil retention work, then caissons and piles to support the structure. Geotechnically, it's an interesting site because bedrock on the ministorage side is only about 15' deep and on the rail side is about 100' deep, so it creates some interesting challenges.

Not much has changed relative to the elements of the project: one 36-story residential tower with 350 market rate rentals, and 100 hospitality short-term rentals with separate entrance operated by Sonder (<https://www.sonder.com/>); and one 14-story tower with 350,000 square feet of office space and 17,000 square feet of food and beverage retail. Between the towers will be the Grand Stair from the 5th Street Plaza leading down to the highly activated and heavily

programmed “The Green,” a 1-acre green space along the multiuse Cedar Lake Regional Trail.

Even with all the issues, dealing with COVID, financial markets, and supply chain, they’ve somehow managed to keep it all together as well as advancing the conversations and agreements needed with the Twins, Minnesota Ballpark Authority, MnDOT, City, Hennepin County Regional Railroad Authority, Metro Transit, and just about every governmental entity at stake you can think of, so they’re please to be adding another significant asset to the North Loop and filling “the missing tooth” between the procession along 5th Street from downtown as it continues to develop heading west/northwest.

They’re happy to have partnered with Marquee Development (<http://www.marquedevelopment.com/>) which has been successful in programming and activating spaces like The Green, e.g., Gallagher Way in Wrigleyville (<https://www.gallagherway.com/>). They’ve all seen, particularly in the last 18 months, outdoor space is more coveted than ever and he thinks that will continue to be the case going forward. While having conversations with significant office users in the city, more than ever before companies need to find reasons to bring their employees into the workplace and employees need to feel compelled to come back into the workplace, and this asset in the walkable North Loop neighborhood has a more intimate and energized feeling that more forwarding thinking companies will be gravitated towards.

NLG is fully entitled, capitalized, construction has begun, and it’ll be completed in early 2024.

4. Ward 5 Update

Collision congratulated Council Member Jeremiah Ellison on his hard-fought reelection campaign (<https://www.minneapolismn.gov/government/city-council/ward-5/about-jeremiah-ellison/>).

Ellison advised he doesn’t have a ton of updates as the election dominated the year, but he’s still moving along some important housing policy that is more relevant to North Minneapolis and less so to the North Loop, i.e., Tenant Opportunity to Purchase Act or TOPA (<https://lims.minneapolismn.gov/RCA/7686>).

Mayor Frey’s proposed 2022 budget is coming up for approval and it will be addressing a lot of important issues (<https://www.minneapolismn.gov/news/2021/december/mayor-freys-2022-budget-adopted-by-city-council-/>).

Since 2018, they’ve entered into the fray of dealing with homeless encampments and the one in the North Loop (<https://www.youtube.com/watch?v=zUEqQOfbP8M>) has been a huge stressor for neighbors, so he’s been hands-on in addressing it as well as the one in the Harrison neighborhood (<https://www.kare11.com/article/news/local/5-arrested-after-altercation-at-minneapolis-homeless-encampment/89-2c25af65-1c32-4272-b295-49728443f338> and <https://www.startribune.com/city-s-attempt-to-clear-minneapolis-homeless-camp-leads-to-scuffles-between-police-camp-defenders/600035818/>).

Progress is being made on the Royalston Avenue Station (<https://metro council.org/Transportation/Projects/Light-Rail-Projects/METRO-Green-Line-Extension/Route-Stations/Royalston-Farmers-Station.aspx?source=child>), and they’re starting discussions on the Blue Line Extension (<https://metro council.org/Transportation/Projects/Light-Rail-Projects/METRO-Blue-Line-Extension.aspx>).

There’s a lot in flux but he plans to be around here more at these conversations; he’s excited to be here and being able to focus on the work at City Hall. His Associate Policy Aide Danielle Hans will be transitioning out of his office and he’ll keep us in the loop about his staff.

5. Urban Land Institute Minnesota

Ra’eesa Motala explained that ULI is a global cohort with a local partnership through ULI

Minnesota, and we're lucky to have their Executive Director Stephanie Brown (<https://www.linkedin.com/in/sbrownmpls/>) steering the ship in all the right directions. It's made up of private and public sector leaders across multiple industries from real estate, specifically within land use, and a big part of what it's aiming for is equitable and diverse initiatives in development and there's a great opportunity to plan how NP interacts with the community.

Motala has gone through its Real Estate Diversity Initiative (https://ulidigitalmarketing.blob.core.windows.net/ulidcnc/sites/51/2020/06/ULI-MINN_-REDi-Friday-News-6.19v2.pdf), one of the most favorite programs she's done within the real estate industry, and took away a lot of pocket knowledge that focused on the diversity piece which she was able to share (<https://ulidigitalmarketing.blob.core.windows.net/ulidcnc/sites/51/2020/12/ULI-MINN-Giving-Back-in-2021.pdf>) and watched some amazing students come out with so much knowledge and innovative ideas. Initially, the goal was to bring ULI to the table to engage with the REDI program, but it shifted into something greater and that's where they landed with today's presentation on the Net Zero Imperative.

Motala is also part of the leadership group and they're in the process of planning their annual event in Minneapolis, so most of us will be hearing from her to become engaged, bring the community together, and learn about initiatives that will be coming forward, specifically, technology in the real estate industry.

They're having a REDI call on Friday to answer questions, so if we know of anyone who should partake in the program, please feel free to reach out (<https://minnesota.uli.org/get-involved/real-estate-diversity-initiative-redi-program/>).

Brown explained she came to talk about this new idea and opportunity made possible by a \$20,000 grant from ULI and \$10,000 from local public partners to support exploration of decarbonization and net zero work in the Root District. The Net Zero Imperative (<https://americas.uli.org/research/centers-initiatives/greenprint-center/city-engagement/ulis-net-zero-imperative/>) looks at the built environment, the real estate and land use contribution, how to link different sectors together, how to think about this on a local level, and connect global resources, and they selected the Minneapolis project to build out and share with others. This grant will bring in local and national experts who will come up with a series of recommendations informed by local stakeholder interviews. As it will include site visits, it will be a lengthy process but it will be an opportunity for NP to join global cohorts and hear what's happening in other cities.

Eight cities were chosen – Austin, Beijing, Kansas City, Los Angeles, Minneapolis, San Jose, Shenzhen and Toronto – based on criteria that include geographic and project diversity, dedication to decarbonization, and local member engagement (<https://www.commercialsearch.com/news/ulis-net-zero-imperative-fast-tracks-decarbonization/>).

Brown advised their specific focus is putting together a district guide that gives a range of strategies for how to think about district energy, different development incentives, different regulations to ensure we align with public sector goals and places where we can push past them. Currently, they're working on putting together the key questions that will guide that work, and they'll be looking from many of us to inform the basis of that work. If you'd like to get involved, reach out in the chat.

6. Metro Transit Update

Adam Harrington, Director of Service Development (<https://www.linkedin.com/in/adam-harrington-a695525/>), gave an overview of their ridership which has been running 40% down on buses, 60% down on rail, and 90% on commuter express since the beginning of the pandemic.

According to MDC's survey of employers on when they thought people would be coming back to the office, in May 2021 the dominant answer was September, but when resurveyed in August 2021 it changed to half in September and half after January 2022. That is borne out in that we have more people downtown than we did last summer, but we're not up to a high level of activity.

And the number of days per week employers thought people would come back shows 3-day and 2-day have been dominant, and they've seen that at Metro Transit as the preferred employee option, i.e., Tuesday, Wednesday, Thursday focused.

What they're doing to be stronger and better in 2022 is:

- Designing their service to ensure they have a strong core service network
- Having focused service on their primary express corridors with Park & Ride infrastructure to support better service as that parking comes back
- Testing on-demand service in North Minneapolis next spring in the shape of shared mobility (as found in Eden Prairie, Chanhassen, Chaska, St. Paul) which will be their first integration of technology and small vehicles connecting to their transit system
- Continuing to expand their arterial BRT network
- Been working with the City and business community in downtown for a long time to prioritize local bus transit and find a balance between access, business interests, and transit customers, e.g., the BRT station in front of Government Center serves the C Line, will serve the D Line, and a lot of core local services
- Realigned Route 3 to go across Washington Avenue to serve the North Loop, a great addition to their frequent service network

But as they continue to plan their service and system and build out the amenities for their customers, they're running into problems getting operators, and across the country there's been a shortage of bus and train operators. Other systems have tried to manage it by reducing the service they offer, but Metro Transit has a lot of capacity and is offering 90-100% of the core service they've had in 2019. What they know their customers want is reliability and they want to make their customers are confident of the service that is delivered and in order to do that they need to reduce their service complements to match their operator workforce, therefore starting this Saturday, Sunday, Monday, those key service days, they'll be reducing their service levels by 5% across the system, saving them 60 full-time bus operators which they're short of and losing work each day. They want to restore that reliability. Even with the reduction they still have fantastic service, and will use other tools at their disposal with technology and trip planning to help customers move around.

Lastly, he gave an update of their Minneapolis bus garage (<https://www.metrotransit.org/campus-construction>) which they hope to be substantially complete by end of 2020, and open for revenue service by March 2023. As soon as it's ready for viewing, he'll have NP on a tour.

7. V3 Sports Center

Erika Binger, Coach, Executive Director, Founder (<https://www.v3sports.org/our-team/erika-l-binger/>) advised they're in the former Muscle Bound Bindery building at 701 Plymouth Avenue North where they plan to develop the center. She began as a swim coach in North Minneapolis and when they repurposed the facility she was operating out of, she transitioned into teaching youth in triathlon, swim/bike/run. She utilized the parks in North Minneapolis and along the river, swam in lakes and utilized the outdoor pools in North Minneapolis. Through the course of about 7 years of working with these youths and families, she realized there was a lot of benefits that were occurring: all athletes graduated on time, went onto post-secondary educational opportunities, they brought in people to talk about different career pathways they could pursue, the importance of education and goal setting, how to resolve conflicts peacefully. They

competed nationally, visited colleges, expanded opportunities, and realized if they wanted to continue, they needed to find a place to turn the training around, so they repositioned themselves and began looking for land to fundraise and develop a center which they found on the corner of Plymouth and Lyndale Avenues. They have begun earnestly developing plans to create this center that will be a North Minneapolis asset and regional destination.

Malik Rucker, Director of Community Engagement and Partnerships (<https://www.linkedin.com/in/malik-rucker-922097157/>), explained their mission and vision, and described the 120,000 square foot facility that'll be built by and for the community working with LSE Architects (<https://www.v3sports.org/designing-the-v3-center-led-by-an-energetic-expert-architect-born-and-raised-in-north/>), RJM Construction (<https://www.rjmconstruction.com/>), and TRI-Construction (<http://tri-construction.com/>). The project will have three pools: (i) a 50-meter Myrtha Olympic pool (<https://www.myrthapools.com/en/competition-pools/olympic-pools/>) engineered in Italy, one of three in the state competing year-round and utilized to select the 2020 USA swimming team; (ii) a 25-yard teaching pool; and (iii) a therapy pool. It will also have an indoor track, workout rooms, multiuse courts that can be used to host different sporting events, classrooms, study areas, and retail incubator space (<https://www.v3sports.org/the-future-v3-center-renderings-from-lse-architects/>). It will be membership based.

As a regional destination and recreation center attracting 24,000 spectators, visitors, and families annually for athletic competitions, it could bring \$5.2 million to the local economy and could create 300-500 direct and indirect construction jobs worth \$5.4 million over 5 years, plus 100+ year-round, part- and full-time jobs.

Next he described the site location showing aerial views, surrounding amenities and opportunities. Fundraising is being done in two phases. Phase 1 will include the instructional and warm water therapy pool, some retail spaces, fitness areas, and classrooms for youth. If they break ground this spring, with a 12-month buildout they could be open in April-May 2023. Depending upon fundraising, they would like to roll into Phase 2 which includes the multipurpose courts, child's pool, event space that overlooks downtown, and more retail spaces. The total project cost is approximately \$60 million.

For more information, Rucker can be reached at malik@v3sports.org, and Binger can be reached at erika@v3sports.org.

[In chat, Swintek advised swimming pools can be pretty energy intensive. CenterPoint Energy has a number of programs to help with design assistance and rebates for energy efficient equipment (<https://www.centerpointenergy.com/en-us/business/services/architects-engineers/efficiency-programs-rebates?sa=mn>).]

8. North Loop Neighborhood Association Report

Sarah Traczyk, NLNA Communications, reported they're planning for their annual meeting on Wednesday, January 26th but a place has yet to be determined. On Saturday, December 4th will be a COVID booster clinic at Modist Brewing (<https://northloop.org/event/shot-and-a-beer-covid-booster-clinic/>). Lastly, she thanked those who attended Small Business Saturday; the neighborhood was just bustling with people and the businesses she spoke with were thankful.

9. Minneapolis Public Works

Rick Kreuser, Project Manager, Transportation Engineering & Design (<https://www.linkedin.com/in/rick-kreuser-2a5649160/>), advised this time of year construction slows down. Then he provided the following updates:

- a. **Southwest LRT Green Line Extension.** Two images of construction to remove Royalston Avenue next to Sharing and Caring Hands; an aerial view of work scheduled for piers out of the HERC driveway in front of Element Hotel and there'll be one lane of traffic going into downtown and the other lane will be used for pedestrians; 8 bridge piers were set on what will be the LRT bridge as it crosses Glenwood Avenue (no images were available).
- b. **Hennepin Avenue Reconstruction Downtown.** Two images of the work shut down for the weather, but it's open end to end with 2 blocks in the middle from 5th to 7th left to go next year.
- c. **4th Street Reconstruction.** Two images of depicting substantially complete work with all lanes open from Hennepin Avenue to 4th Avenue South. Have two blocks to complete in 2022 from Hennepin Avenue to 4th Avenue North.
- d. **MnDOT I-94 & I-394/3rd & 4th Street Ramps** (<https://www.dot.state.mn.us/metro/projects/i94-i394minneapolis/index.html>). One map depicting that it's finally open.

10. Next General Membership Meeting

Tuesday, January 25, 2021, 5:00-6:30 p.m., Hybrid at Glass House, 145 Holden Street North, and via Zoom.

11. Closing Remarks

Koch extended gratitude, appreciation, and candidly pride in all our accomplishments as we have persisted for these 2 years. The ULI Net Zero Imperative is huge; it's on a global stage and came about from the work that has been done and relationships that have been built up over a long time. He thanked everyone and wished them Happy Holidays!