



## **East Isles Residents' Association (EIRA) 2011 Annual Report to Neighborhood and Community Relations**

### ***1. Accomplishments***

**What were your organization's major accomplishments in 2011? How were individuals in your community directly impacted by your work?**

EIRA's major accomplishment in 2011 was finalizing our NPR Phase II plan. The plan was unanimously approved by our members at the April 2011 EIRA Annual Members Meeting. We began working on implementing the plan after approval from the NRP Policy Board and the City Council.

A monthly e-newsletter was implemented in February 2011 as a tool for communicating with residents.

The EIRA Board began a process of strategic planning for the organization.

East Isles formed a Green Team in October 2011 with a focus on engaging residents in three areas: energy conservation, composting and education/community building. The team got off to a quick start by organizing a "green" movie night in January 2012.

Our staff won an Outstanding Contribution Award grant from the Center for Energy and Environment and the McKnight Foundation on behalf of EIRA for coordinating the promotion of Community Energy Services (CES) in the neighborhood.

### ***2. 2011 CPP Submission***

**Reviewing your submission for CPP funds for 2011, what outreach and engagement activities did you carry out? What worked well, and what did not work so well? Why?**

Outreach and engagement activities included electronic communication with residents via frequent communication and website. As noted above, we implemented a monthly e-newsletter and send blast email for timely communication on important issues.

We also communicated through print communications via our mailing list, hand-delivered fliers and the monthly community newspaper (Hill and Lake Press).

Committee activities were another way that we engaged with residents. Standing committees include: Zoning and Land Use, Crime & Safety, NRP, Social, Membership, Nominations and Green Team.

The majority of the engagement activities outlined in our 2011 CPP application were carried out:

- April and October members meetings and monthly meetings of the EIRA Board; quarterly meetings (and special meetings as needed) of the Zoning and Land Use Committee; and monthly meetings of the NRP Steering Committee.
- The Crime and Safety Committee was meeting monthly with the 5<sup>th</sup> Precinct Crime Prevention Specialist and other lakes-area neighborhoods. The monthly meetings were not well attended so they were replaced with quarterly community workshops. Three events were held in 2011: Identity Theft, Burglary Prevention and a Block Leader Social.
- The events that drew the largest attendance were the Ice Skating Social in January and the Ice Cream Social in August. EIRA also provided support and volunteers for the Uptown Art Fair and the Uptown Wine Tasting Fundraiser.
- The Palio Festival is an event that engages multiple neighborhoods with rotating coordination duties. The event was not held in 2011 due to lack of leadership from the planning neighborhood.
- EIRA conducted our annual membership drive with nearly 150 households joining or renewing their membership in 2011.
- East Isles hosted a Community Energy Services workshop in March (40 households attended) and an Earth Day Clean-up in April (attendance was low due to extremely cold weather).
- National Night Out events were held on eleven blocks in the neighborhood.

### ***3. Stakeholder Involvement***

**Reviewing your submission for CPP funds for 2011, how did you reach out to and involve under-represented communities? Did you find any strategies to be particularly successful?**

Our under-represented groups in East Isles are renters, seniors and others living in condos and town homes. We used electronic and print communication tools (outlined above) to reach out to all residents.

We had the success in communicating with residents via our monthly e-newsletter and direct contact. East Isles mailed an NRP survey to all residents in September, 2010 seeking feedback and encouraging residents to get involved in a number of ways. Respondents were contacted and invited to participate in the work of the organization. The 2011 membership mailing was sent to every resident in East Isles and included an invitation to our annual Ice Cream Social.

**Please also provide the following:**

**A. How many people currently serve on your board? Are there vacancies?**

The EIRA Board is elected annually in April. The 2011-12 board had 11 members (no vacancies).

**B. Approximately how many individuals have participated in committee meetings in the last year?**

EIRA's committees in 2011 included: Zoning and Land Use (6-8 members), Crime & Safety (1 member), NRP (6 members), Social (4 members), Membership (2 members), Nominations (3 members) and Green Team (6 members).

**C. How many people attended your annual meeting?**

The Annual Members Meeting in April 2011 had approximately 40 attendees.

The Semi-Annual Members Meeting in October 2011 had approximately 30 attendees.

**D. How many households regularly receive your publications (such as newsletters or newspapers)?**

The Hill and Lake Press is delivered to every address in the neighborhood (including bulk delivery to apartment buildings). In addition, the paper is available at nearly 20 local businesses in the area. Our distribution list for our e-newsletter in 2011 was 325 addresses.

**Approximately how many people participate in other activities of the organization?**

The social events were very well attended (150 people at the Ice Skating party and 350 at the Ice Cream Social).

Two capital projects were in the planning stages in 2011: renovation of Levine Triangle Park (Minneapolis Park and Recreation Board) and new Walker Library (Hennepin County Library). EIRA worked with the Park Board and the County to help better facilitate communication with residents about the projects. Residents participated in informational meetings and Community Advisory Committees for each of the projects.

**4. Financial Reports**

**Please provide an income and expense report for your organization for the year. (Please include all funding sources).**

EIRA CPP 2011 Budget vs Expenses through 12/31/11

	<b>Budget</b>	<b>Expenses</b>	<b>Balance</b>
<b>Communications/Outreach</b>	\$4,351.00	\$2,783.35	\$1,567.65
<b>Development</b>	\$900.00	\$-	\$900.00
<b>Festivals and Events</b>	\$2,275.00	\$2,100.89	\$174.11
<b>Food</b>	\$614.00	\$99.90	\$514.10
<b>Services and Admin</b>	\$903.00	\$975.00	\$(72.00)
<b>Staff</b>	\$10,795.71	\$10,863.00	\$(67.29)
<b>Supplies and Materials</b>	\$300.00	\$197.62	\$102.38
<b>Totals</b>	<b>\$20,138.71</b>	<b>\$17,019.76</b>	<b>\$3,118.95</b>

Other 2011 revenue sources:

\$333 Grant from CEE

\$199 Uptown Art Fair pop booth

\$3,368 Donation and Wine Tasting Fundraiser

Non-CPP Expenses:

\$110 Installation of bike rake at local business

**In addition to your annual report, please take time to describe your interactions with City departments and other jurisdictions.**

1. ***Impact***

**What interactions occupied a major part of your time? What worked well, what could be improved?**

- The majority of our interaction with the City involved zoning and land use issues. Public hearing notices are required to be sent within 10-days of the hearing. The timing does not allow our volunteer board and committees to adequately review and respond to the issue. We had a few instances when the notices were not sent to EIRA or were sent late, allowing us little or no time to respond.
- CPP: The CPP application and guideline process was time consuming. Understanding the program, educating the EIRA Board, and completing the required paperwork was a challenge considering the relatively small amount of money we received in funding.

2. ***City Communications – effectiveness***

Is the information that you receive from the City understandable and useful?

- Many of the public hearing notices are very cryptic and require follow-up on the part of neighborhoods to learn more so we can determine whether it is an issue we wish to address. EIRA requests that the City adopt a Plan Language ordinance for public communication (requiring a one paragraph easily understandable explanation of the issue being proposed).

3. ***City Communications – timeliness***

Do you receive adequate notice of City activities in your neighborhood? If not, did your organization inform somebody at the City of this? Did the City respond in a positive manner? Please explain.

- Public hearing notices (see Impact above). We believe we resolved the issue with the City about EIRA not receiving notices on a few occasions. However, the larger problem remain that 10-days is not adequate notice for proper review and response.
- The documents for the next phase of CPP were released on April 12 with a deadline of June 15. The short time frame is difficult for a volunteer organization to complete the required paperwork and get it approved by our board within two months.

4. ***City Departments***

How can City departments improve the way in which they function in your neighborhood?

5. ***City Assistance***

How can the Neighborhood and Community Relations Department improve the assistance it provides to your organization as a citizen participation group?

6. ***Other comments?***