

**Shingle Creek Neighborhood Association
Community Participation Program
Guide to 2011 Annual Reports**

Accomplishments

The SCNA 2011 achievements align most with City goals to have A SAFE PLACE TO CALL HOME: People and businesses thrive in a safe and secure city, and having LIVABLE COMMUNITIES, HEALTHY LIVES. The most noticeable achievements of the Shingle Creek Neighborhood Association in 2011:

Renter's Forum: *SCNA selected one of the several identified under-represented groups of: Youth, Elders, Disabled, Hmong, empty-nesters, GLBT, renters and landlords to try a new more targeted approach of outreach. SCNA working with Minnesota Technology of Participation (MNTop) Kellie Jones facilitator and using a Consensus Workshop developed a renter's forum. SCNA identified and addressed challenges residents had around this topic and identified expectations and anticipated outcomes for the forum. SCNA developed relationships with City departments such as the GIS, Planning, Problem Properties and Licensing departments. Overall, with a limited 12 residents from the targeted marketing of 150 households and including incentives, this under-represented group proved challenging to reach.*

SCNA working with planning and evaluation tools: *The Minnesota Technology of Participation (MNTop) is a world renowned program providing training on meeting facilitation, various planning methods, and evaluation for boards to utilize when bringing in a diversity of residents. SCNA utilized a MNTop Facilitator to train resident board members on using a "Consensus Workshop" method. This tool helped with planning equitable approaches for outreach to an underrepresented group in our community. It enabled residents to identify common goals, and develop their own strategies for outreach (e.g. Renters forum outreach project) versus the equality approach of viewing all residents as having the same ability to attend open meetings.*

Tour de Camden *The 5th Annual Tour de Camden became an Aquatennial Associated event this year, and is the only Aquatennial associated event on the Northside. The ride had 50 registered riders from 21 different cities, and 15 different neighborhoods trekking a 12 mile journey through the seven neighborhoods of Camden. Riders stopped at several sites along the way to highlight community treasures and assets of the Camden community. Featured stops were: *Shingle Creek and Regional Pond, Victory Memorial Parkway and Flagpole, Tornado damaged areas, Great Blue Heron rookery, Shingle Creek Falls, Three Rivers Park Pavilion, Lind Community Garden and Creekview Park. Survey feedback to: "What did you like most about our community?" riders from outside the area responded "it's a hidden gem", "Diversity of areas and neighborhoods, parkways and park areas" and "the community pride". SCNA is helping promote our attractive neighborhood and community pride through this event.*

Home Improvement Loan Program *SCNA's Home Improvement Loan program continues to be a valuable community resource for our 3031 residents in the neighborhood. Our small pool of \$10,000 for a first time home-buyer's program attracted and helped two new homeowners move into the community. Our small Emergency Deferred program (\$13,800) helped three homeowners in 2011.*

Community-wide Events Program: *Our community-wide events are intended to promote our entire community as a positive place to live, work, and play to build and promote community. We collected information at these community events through poster surveys, clipboard surveys, and anecdotally to shape SCNA's three year plan.*

- ❖ **SCNA Shingle Creek Clean up** *The Minnesota Pollution Control Agency lists the Shingle Creek an impaired waterway due to high chloride levels from salt runoff during the winter months. SCNA's annually hosted clean-up event coincides with the city-wide City of Minneapolis Park and Recreation Board (MPRB) Earth Day clean-up. Nearly 100 volunteers and many families attend from as far away as Eagan and Osseo. We bring in several educational tables including the MN Science Museum, Hennepin County Master Gardeners, and City of Minneapolis Public Works. We're also grateful to our key local supporter Owens Corning for their annual sponsorship.*
- ❖ **SCNA hosted its second annual Sliding Hill Event Celebrating** *On typically the coldest Saturday in January, roughly 50 neighbors congregated atop the Shingle Creek sledding hill. Amid the wintry fun, neighbors shared their concerns about crime, nearby drug house activity, the vacant school, and MPRB activities. SCNA contacted its CCP/Safe person to address the neighbors identified drug dealing and crime concerns and saw results. We also reopened dialogue with the Minneapolis School District about the fate of the vacant school.*
- ❖ **SCNA co-hosts third Camden Winterfest and Chili cook-off** *200 people attended our fun community-wide event in February to launch snowballs, play snow golf and be judges for the Camden Chili-cook off! This event helps us develop our partnerships through planning meetings and hosting this event. Although held in the Lind Bohanon neighborhood, Shingle Creek residents participate and serve as a place for SCNA to collect resident input. Many thanks to our partners, LBNA, 42nd Ave Station, YouthCare, Jenny Lind Community Education and Minneapolis Park and Rec.*
- ❖ **SCNA's Common Ground Community Garden:** *SC Common Ground Community Garden has 10 volunteers who maintain a double vacant lot at 52nd and Newton Ave N. The Common Ground garden participates in the City-wide Gardening Matters garden tour annually, and it also recently won a prestigious Minnesota Horticultural Society award.*
- ❖ **Creekview Park's Ice Cream Social, Haunted House** *SCNA supported these two MPRB community events financially and with volunteer support because we value having these events in our community to help build community. Over 250 people attend the ice cream social and over 500 attend the haunted house.*
- ❖ **SCNA supports LBNA's Toys for Tots efforts and Holiday on 44** *SCNA is pleased to work with its partner; the Lind Bohanon Neighborhood Association by promoting and helping with outreach efforts to help 125 families with 350 children in need, and to distribute 700 toys to ensure a happier holiday season. SCNA tables and is proud to promote and support Holiday on 44th a fifteen-year tradition in the community with over 700 attendees annually.*
- ❖ **NCEC Updates and Participation:** *SCNA continues to keep residents informed about the progresses of the NCR Department thorough the outreach of our NCEC Commissioner and SCNA Board member Jeff Strand monthly. SCNA continues to participate in the NCEC activities as much as volunteers and time allow.*

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?

- ❖ **Expanding Social media:** *SCNA in 2011 expanded its social media presence by working to including a separate Facebook page for its annually hosted event Tour de Camden adding 74 contacts to our base through this effort. We used the SCNA Facebook and website to help keep residents informed about upcoming City and neighborhood meetings regarding zoning, planning, capital improvements, tornado relief, city ordinances, budgets, local garden tours and volunteer opportunities and even helped with the naming contest for the local restaurant and pub.*
- ❖ **Increasing print media:** *In order to create a more positive image of our neighborhood and community, SCNA has increased its print media to full color monthly newsletter distributed to every household 1200 total. This full color print media has helped attract one new board member, two feature guest writers for our monthly newsletter and several new volunteers.*
- ❖ **Monthly meetings, advertising**
Along with new outreach efforts of forums and surveys at events, SCNA holds monthly meetings at the local park building and offers guest speakers to help resolve issues around livability and crime issues, foreclosures, park and youth programs, and engaging residents about city engagement activities. We continue to see positive results and input by having our monthly advertising in the local newspaper, and social media outlets.
- ❖ **2011 New Department Program Established and Old Neighborhood Revitalization Program Ends:** *It's good to reflect on all that has occurred over the last year, to remember that the new City Neighborhood Community Relations department and the CPP program were just getting underway in 2011. A lot of volunteer time was spent staying abreast of the proposed changes, commenting on draft documents, educating residents, and continuing to move forward with neighborhood action plans as well. Our CPP planning, activities, processes and progress are more reflective of this timeline.*
- ❖ **Vacant School Proposed Demolition**
The community had many concerns and divisions over the Minneapolis Public Schools (MPS) proposal to raze the Shingle Creek Elementary School. There has long been division among neighbors about the best possible use of the school. There's also been much skepticism that MPS is acting in good faith in attempting to find a repurposed use for the facility, with a lack of site maintenance and pre-demolition and abatement, etc. SCNA posted polls on our website, attended public hearings and testified, sent letters, and kept residents informed through this long process.

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?

- ❖ **Renter's Forum:**
SCNA selected one of the several identified under-represented groups of: Youth, Elders, Disabled, Hmong, empty-nesters, GLBT, renters and landlords to try a new more targeted approach of outreach. This first targeted outreach effort of a renter's forum had limited resident attendance(12), and many positive successes. Our guest speaker Eric Hauge from MN Home-Line reviewed rights and responsibilities of tenants. Those that attended identified 8 issues important to them ranging from safety to knowing their

rights. They were empowered from the forum enough to address some of the long-standing issues with problem landlords and saw immediate limited results.

SCNA's board capacity also grew through using the MNTop methods to plan, host, and evaluate outcomes and developing further outreach strategies. Over a dozen resident board members and volunteers worked on targeting a specific under-represented group in the community by reviewing what other neighborhood organizations across the city had done around renter's forums, updating housing and rental information and mailing lists, mapping the information, bringing in topical guest speakers, developing a plan and specific marketing materials to renters and distributing them to 150 targeted rental properties in the community.

❖ **Block Club Outreach**

SCNA hosted a pre-National Night Out planning event, to help new residents with questions or old block club leaders brush up on new offerings for National Night Out. Shingle Creek neighborhood added three new block club parties from the previous year. Along with the pre-planning event, SCNA members attended the 8 registered block club parties and several that were not registered and collected information on 4 rental and problem properties and resident issues in the community. Attendees were given SCNA materials and personally invited to attend upcoming SCNA activities.

Please also provide the following:

- A. How many people currently serve on your board? **11** Are there vacancies? **Yes**
- B. Approximately how many individuals have participated in committee meetings in the last year? **20**
- C. How many people attended your annual meeting? **15**
- D. How many households regularly receive your publications (such as newsletters or newspapers)? **Monthly newsletter distributed to SCNA 3031 residents and 1200 households 1200 x 12mths = 14,400**
- E. Approximately how many people participate in other activities of the organization? **SCNA has approximately 2000 people who participate in other activities of the organization throughout the year.**

1. *Financial Reports*

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

(See attached annual report)

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?**

Working through the ending of NRP, the establishment of the NCR department and the NCEC commission/CPP program in 2011 took a major part of SCNA's time. Attending City Council meetings and other meetings regarding this process to stay informed and educated on the transitional aspects of the neighborhood programs and work to educate, collect feedback and then provide feedback for establishing the NCEC commissioners and developing guidelines for the CPP program. The Tornado added additional contacts with Public Works, City Planning, and other neighborhoods to stay informed and deal with this additional tragedy.

2. **City Communications – effectiveness**
Is the information that you receive from the City understandable and useful?

The information received from the City is understandable and useful as it can be for a department and program that is first being developed. Having timely information and continuing to communicate always helps with the effectiveness of starting any programs.

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. *SCNA receives notices of City activities in our neighborhood.*

4. **City Departments**
How can City departments improve the way in which they function in your neighborhood? *City departments need to continue to give neighborhoods 45 day notice to allow for adequate educational time, any committee work and neighborhood notification time needed. City departments also need to continue to recognize and value the benefit of community input as potential cost-saving, historical capturing, and various other values that citizens can generate regarding potential neighborhood projects.*

5. **City Assistance**
How can the Neighborhood and Community Relations Department improve the assistance it provides to your organization as a citizen participation group?
The NCR department needs to continually remember and recognize that the neighborhood organizations are volunteers rather employees, and they are not city departments but nonprofit organizations that meet once a month generally. They can accomplish much but need more time to accomplish goals. Time at the neighborhood level moves much more slowly.

6. **Other comments?** *N/A*

Annual Report 2011



www.scna-mpls.org mpls.scna@gmail.com
Mailing Address: PO Box 15656, Mpls, MN 55415 Office/Meeting Address: Creekview Park, 5001 Humboldt Ave N, Mpls, MN 55430

Mission Statement:

The mission of the Shingle Creek Neighborhood Association is to protect and promote neighborhood interests and the health, safety and general welfare of the residents within Shingle Creek Neighborhood Association's geographic jurisdiction in a non-partisan, educational, and cooperative manner.

Home Improvement Loan Program: SCNA's Home Improvement Loan program continues to be a community resource after 17 years! Over 300 residents have used the LBNA Home Improvement Loan program. SCNA's initial investment of roughly \$400,000 has generated over \$3 million in leveraged improvements in our community.

SCNA Shingle Creek Clean up has been going on for over 15 years! As one of the original Minneapolis neighborhoods leading the charge on cleaning up our waterways that lead to the Mississippi river. Shingle Creek is an impaired waterway due to high chloride levels from salt runoff during the winter months. SCNA 's dedicated to keeping our environment clean and educating the public during our annual event about the importance of keeping our earth clean. We help clear tons of trash out of the creek banks and creek and have many educational tables during this event. We're also grateful to our supporter Owens Corning for their annual support. Nearly 100 volunteers and many families attend annually from outside the area as far away as Eagan and Osseo to help at our event. We care about keeping our environment clean and it shows!

Tour de Camden Downpours of rain didn't deter these hearty riders from the 5th Annual Tour de Camden, an Aquatennial Associated event this year. Despite a half hour rain delay, the ride had 50 registered riders from 21 different cities, and 15 different neighborhoods trekking a 12 mile journey through the seven neighborhoods of Camden. Riders stopped at several sights along the way to highlight community treasures and assets of the Camden community. Featured stops this year were: *Shingle Creek and Regional Pond, Victory Memorial Parkway and Flagpole, Tornado damaged areas, Great Blue Heron rookery, Shingle Creek Falls, Three Rivers Park Pavilion, Lind Community Garden and Creekview Park.

Community-wide Events Program: Our community-wide events are intended to promote our entire community as a positive place to live, work, and play to build and promote community.

SCNA hosted it's second annual Sliding Hill Event Celebrating community brings out the best neighbors with a sled and who aren't afraid of snow! Roughly 50 neighbors congregated atop the Shingle Creek sledding hill and shared stories and concerns about their community amid taking turns racing to the bottom of the hill and seeing who could be first to reach the creek!

SCNA co-hosts third Winterfest and Chili cook-off

200 people attended our fun community-wide event in February to launch snowballs, play snow golf and be judges for the Camden Chili-cook off! We had great partners for this event, LBNA, 42nd Ave Station, Jenny Lind Community Education and Minneapolis Park and Rec.

Creekview Park's Ice Cream Social, Haunted House

SCNA supported these MPRB community events financially and with volunteer support because we value having these community connecting events to build our community. Over 250 people attend the ice cream social and over 500 attend the haunted house.

SCNA supports LBNA's Toys for Tots efforts

Every December over 700 toys get distributed to families in need at Jenny Lind School. SCNA is happy to work with it's partner, the Lind Bohanon Neighborhood Association to bring to help families in need have a happier holiday season.

SCNA's Common Ground Community Garden:

SC Common Ground Community Garden continues to help grow our community by having 10 volunteers who maintain a double vacant lot at 52nd and Newton Ave N. Without them this site would be an eyesore. Instead we have residents growing healthy food for their tables and beautifying the neighborhood.

Connecting Residents and Keeping them Informed: Our monthly community meetings, neighborhood newsletters, community media efforts, help provide a networking and educational resource to keep residents connected and educated about upcoming planning, zoning, or changes that may effect them as homeowners and residents. We produce and mail a newsletter to 1200 households in our neighborhood monthly. Our social media efforts include a website, Facebook and twitter.

Officers
Chairperson
 Brock Hanson
Vice Chair
 Jeff Strand
Treasurer
 Lori Hanson
Secretary
 TBD

Board of Directors
 Pam Owens
 Jeff Johnson
 John Thies
 Marie Castle
 Carol McCrillis
 Brian Hitchcock
 Lori Thayer
 Brittany Lewis

Partners
 *Verizon
 *Owens Corning
 *Shingle Creek Watershed Management
 *Minneapolis Park and Recreation Board/
 Creekview Park
 *City of Minneapolis
 *Camdenews
 *Camden Promise Foodshelf
 *Victory 44
 *Lind Bohanon NA, *NRP, NCEC/NCR

Donors:
 2010-11: Ann Goss, Jennie Haataja, Eunice and Martin Lerum, Younkin Trucking & CGS of Minneapolis, Steamworks **Coffee and Bakery**

SCNA Highlights: Chair Brock Hanson SCNA has 11 Board members

Host: SC Clean-up, Tour de Camden
 Cohost Events: Camden Winterfest, Heritage Day, Holiday on 44th, Toys for Tots
 Total Participation: 2000
 Monthly newsletter distributed to SCNA residents: 1200 x 12= 14,400
 Volunteers and Board Volunteer Hours 2011: 1565 hours x 21.85=\$34195

**Shingle Creek Neighborhood Association
 Profit & Loss
 January through December 2011**

	<u>Jan - Dec 11</u>
Ordinary Income/Expense	
Income	
1250 · NCEC grant 2011	25,890.25
1000 · NRP	
1600 · NRP Phase II	<u>6,381.08</u>
Total 1000 · NRP	6,381.08
2500 · SCNA General Fund	
2515 · Verizon	1,590.00
2500 · SCNA General Fund - Other	<u>35.00</u>
Total 2500 · SCNA General Fund	1,625.00
2600 · Donations	32.00
2700 · Paypal donation	69.82
4010 · Event Funds	160.00
4100 · Interest	<u>19.93</u>
Total Income	34,178.08
Expense	
5100 · Personnel	10,687.29
5200 · Communications	
5210 · Camden News	1,380.00
5216 · Printing	30.48
5235 · Event Expense	1,875.00
5230 · Newsletter Printing	4,144.22
5241 · Food	270.50
5247 · Supplies	32.62
5250 · Advertising	1,927.00
5200 · Communications - Other	<u>2,779.75</u>
Total 5200 · Communications	12,439.57
5300 · Insurance	438.00
6230 · Licenses and Permits	100.00
6270 · Professional Fees	
6275 · Annual filings	25.00
6650 · Accounting	<u>105.00</u>
Total 6270 · Professional Fees	130.00
Total Expense	23,794.86
Net Ordinary Income	10,383.22
Net Income	10,383.22



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