
Application for
COMMUNITY PARTICIPATION PROGRAM FUNDING - 2011
Wenonah, Minnehaha, Morris Park, Keewaydin
Approved by the NENA Board January 14, 2011

CONTACT INFORMATION

Organization Name:	Nokomis East Neighborhood Association
Address:	3000 East 30 th St Minneapolis MN 55417
Website url:	www.nokomiseast.org
Organization email:	na@nokomiseast.org
Federal EIN:	41-1824990
Board Contact:	Name: George Jelatis Phone: Email: Address:
Staff Contact:	Name: Rita Ulrich Phone: Email: Address:

FUNDING ACTIVITIES

Overview:

NENA will use the CPP 2011 funding to support communications, outreach and advocacy work. The funds will be used to hire a part-time Latino organizer, to cover staff time spent on citizen participation activities, and to pay for overhead and direct expenses associated with those activities.

The range of activities will include hosting Town Meetings, regular communications through newspaper columns, advertising, email blasts, newsletters and the NENA website, www.nokomiseast.org. It will also include researching issues when needed, supporting residents efforts to solve problems, coordinating and supporting volunteers, encouraging people to become involved, and several activities designed to reach renters, non-native English speakers, and specifically Latinos.

1. After this first funding year, neighborhood organizations will submit proposals for three years of funding from the Community Participation Program. How will your organization engage residents and other stakeholders in 2011 to develop your three-year proposal?

This will need to be discussed by the NENA Board before specific strategies are decided. Most likely, we will use our newsletter, email blasts, website, and Town Meetings to solicit input for the proposal. We have a good starting point in the survey we conducted in 2010 for our Phase II NRP plan. Over 2,200 residents (out of 6,700 addresses) completed the survey, giving us a wide range of perspectives on neighborhood concerns and priorities.

2. What regular outreach and engagement activities will your organization carry out in 2011?

Our main outreach and engagement tools are an interactive website, town meetings, email blasts, newsletters and community events. These will be used to inform people of neighborhood issues, special events, meetings, workshops and other learning opportunities, NENA projects, etc. We know that some of these tools often have a ripple effect in that block clubs, senior groups and others will forward our emails to their lists. Depending on the topic, we often distribute materials through schools, the library, and businesses, further extending the network for neighborhood outreach and volunteer recruitment.

3. How will your organization reach out to under-represented groups in your community? Who are these groups?

We believe that Latinos are the largest non-native English speaking group in Nokomis East. (Still waiting for neighborhood census stats). We plan to hire a part time community organizer who will work to involve Latinos in NENA activities, including attending meetings and events, volunteering, and organizational governance.

We are currently wrapping up a research project that involves renters and property owners in the Bossen area. The area population is primarily minority – Latino, African American, Somali, southeast Asian immigrants. This research should give us insight into concerns they have that may differ from other parts of the neighborhood, and other ethnic groups. Follow up with Bossen area residents will depend on what the research tells us, and what we learn in terms of reaching out, in particular to renters and non-native English speakers. To the extent possible, we plan to work with the Third Precinct and our Crime Prevention Specialist to organize apartment clubs (similar to block clubs) in the area.

Whenever workable, information on community events, programs and issues will be translated, to make the information more accessible and the opportunities more inviting to non-native English speaking residents.

When possible, we believe it is also important to encourage participation of minority or other under-represented groups in neighborhood and community advisory committees such as school task forces, library renovation, and so on. Having the opportunity to expand our relationships with people of different backgrounds makes this much more likely to happen.

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4. What planning activities would your organization like to carry out in 2011? (This could include strategic planning, land use planning, NRP planning, etc).

No special planning activities are anticipated for 2011 except for the 3-year CPP funding proposal.

5. How does your organization provide information to the community? How do you gather information from the community?

A regularly updated website; monthly columns and ads in the Longfellow Nokomis Messenger; newsletters; flyers in businesses; email blasts. We receive information from community members in many ways: We hold regular Town Meetings to gather input on current issues, proposed projects, etc; we visit several dozen block parties on National Night Out; we also hear from residents in emails, phone calls and in person (walk ins). As our NRP Phase 2 plan is contracted, we expect that more volunteers will be involved in projects; having more volunteers generally means getting more perspectives and more information about what's going on in the neighborhood.

6. What festivals and events will your organization host or support in 2011?

Night Before New Year's Eve Party; Annual Meeting (with dinner and possible silent auction or entertainment to draw people in); Neighborhood Garage Sale; Minneapolis Monarch Festival.

Note – funding is requested only for Annual Meeting and Garage Sale.

7. What else would you like the Neighborhood and Community Engagement Commission to know about your organization?

NENA's recently completed NRP Phase II Plan outlines the major initiatives planned for the next three - five years. It is available on our website, www.nokomiseast.org, home page, under "NENA Bits." The CPP funds will be used to cover approximately 50-60% of our annual budget (depending on outside grants), not including NRP funds that may be contracted with outside administrators.

8. Besides funding, what are some other ways that the NCR and NCEC can help your neighborhood organization?

Provide interpretation and translation services.

ESTIMATED BUDGET

Combined Allocation for Wenonah, Minnehaha, Morris Park, Keewaydin: \$95,918.14

Staff Expenses ¹	\$ 62,000	
Employee Benefits ²	\$ 11,000	
Professional Services ³	\$ 4,800	
Occupancy	\$ 7,500	
Communications/Outreach ⁴	\$ 4,500	
Supplies and Materials ⁵	\$ 2,500	
Festivals and events ⁶	\$ 1,000	
Food and refreshments ⁷	\$ 618	
Development	\$ 1,000	
Fundraising ⁸	\$ 1,000	
Other Services	\$	
TOTAL:	\$ 95,918	

1. Estimated breakdown: Latino Organizer - \$16,000 (15 - 20 hrs/week), Associate Director - \$23,000 (communications, research), Executive Director - \$23,000 (management and admin, volunteer support, communications)
2. FICA/Medicare, MNSUI, workers comp insurance, health benefits
3. Accounting and payroll services
4. Partial cost of newsletter; remaining (non-personnel) communications expenses paid with NRP funds
5. Includes office supplies and project supplies
6. Advertising and supplies
7. For Town Meetings
8. Annual Meeting silent auction coordinator (tentative)

[NCR] Notes:

- Staff expenses should include payroll, FICA, and withholding, or staff contractors.
- Employee benefits should include any health insurance, retirement, or other benefits.
- Professional services should include the cost of temporary contractors, bookkeepers, accountants, etc.

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- Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.
 - Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
 - Supplies and materials should include office supplies as well as expenses for supplies related to ongoing programs such as block patrols, etc.
 - Festivals and events can include any costs related to community events and festivals.
 - Food and refreshments can include the cost of any food or refreshments related to your organization's community engagement efforts (may not exceed 5% of your organization's CPP allocation).
 - Development expenses could include costs related to training, education, recognition, or orientation for board, staff and volunteers.
 - Fundraising could include any costs related to fundraising for your organization (hiring of consultants, costs of materials, postage, events, etc).