

COMMUNITY PARTICIPATION PROGRAM
Application for 2011 Funds

CONTACT INFORMATION:

Organization Name:	SENA – Standish Ericsson Neighborhood Association
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FUNDING ACTIVITIES.

Use the following questions as a guide for your submission.

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?

SENA has determined that 2011 must be a significant strategic and process planning year. A task force has been formed consisting of Board Members and other Volunteers that will outline a planning process for the year. We expect to have that plan finalized by March, 2011 and will begin an aggressive schedule of community engagement in early spring.

We must also re-evaluate our goals and purpose and determine how we continue to act as a strong support for our neighborhoods in the light of a significantly reduced amount of financial support. Do we reduce staff, no longer maintain an

office, and/or perhaps discontinue our 16-year tradition of producing a neighborhood newsletter? Do we more aggressively pursue other sources of funding? Do we find unique ways to partner with other organizations? We will also be defining the primary objectives of SENA and the role volunteers will play in setting our goals. We will be exploring all of these questions and more in the year to come.

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

SENA will continue to produce our neighborhood newsletter, *SENA News*. This newsletter, which began regular publication in 1994, is our most important neighborhood connection tool. *SENA News* is produced bi-monthly and is mailed to every mailing address in both neighborhoods (approximately 4400 addresses).

SENA will continue to use the Standish-Ericsson Neighborhood Forum on e-democracy. Though not a SENA - managed forum, it has become one of the most widely used method of communication among a wide mix of neighbors. We expect to engage more people through the forum in the coming year.

As well as electronic and print tools, SENA will use neighborhood events and activities (activities at Hiawatha and Sibly Parks, National Night Out, etc.) as well as our own special events as opportunities to make face-to-face contact with residents to help determine neighborhood concerns and issues.

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

This question is an important one that we will be addressing in this planning year. We are awaiting information from the 2010 Census to help us get a "good feel" for the changing demographics of our neighborhood. We anticipate that the census information will tell us of a significant increase in recent immigrants from several demographic groups.

We have the opportunity to develop partnerships with Wellstone International High School and some neighborhood churches (i.e. Our Redeemer Oromo Lutheran) to make and strengthen connections with these groups. We will also consider using a portion of the funds to engage a third party facilitator with specialty in reaching out to communities of color and other members of the community often left out of neighborhood planning activities.

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

Our NRP Phase II plan is mostly complete, so the work remaining there is review, rather than planning. We will engage a community wide conversation, building on the previous three years of planning the board has been undertaking

in response to the uncertainty the end of NRP Phase II posed. We hope to develop a long-term plan that keeps SENA in the middle of key initiatives in the neighborhood, but will have to rely on greater collaboration with other neighborhood organizations and community development groups.

5. How does your organization provide information to the community? How do you gather information from the community?
 - *SENA News*, published bi-monthly and mailed to every address in both neighborhoods, is an essential community connection tool
 - Standish-Ericsson Neighborhood Forum on e-democracy. While this is not a SENA-facilitated site, we use the forum to share neighborhood-wide news, events and announcements that come to the SENA office. We share information from the City, from the schools and parks and from other neighborhood groups.
 - SENA maintains e-mail lists for all of our committee activities. These allow residents to receive information about a specific area of interest.
 - SENA's Board of Directors meets regularly on the second Monday of the month. A portion of time is set-aside at every Board meeting for Community Issues to be brought forward from the neighborhood.
 - SENA plans to develop a more engaging website (or portal) describing programs and resources available to community members and activities
6. What festivals and events will your organization host or support in 2011?
 - Hiawatha HeartWarmer (Lake Hiawatha Park event that SENA strongly supports)
 - Earth Day Clean-Up
 - Lake Hiawatha Festival (Lake Hiawatha Park event that SENA has supported for many years)
 - SENA Annual Meeting
 - Block club events – we are excited to see that there is an opportunity to begin working with block clubs in the neighborhood. We are beginning discussions on how we might develop those opportunities, including the possibility of at least two block-club focused events. Hopefully this can be the beginning of making some strong connections at the block level.
7. What else would you like the Neighborhood and Community Engagement Commission to know about your organization?

The SENA board of directors is a grassroots, working board that is committed to finding community-based solutions to improve our neighborhoods. SENA currently has two part-time staff members to organize and assist volunteers, carry out administrative duties, and to maintain awareness of and act as a liaison to other community organizations. SENA has a volunteer base of over 100 community members who participate in committees, task forces, board membership and community projects.

SENA works with community organizations, public and private schools, churches, block clubs, and other non-profit and public organizations to encourage active citizen participation. SENA actively and regularly collaborates with the following organizations on neighborhood projects and priorities: Roosevelt High School, Northrop Urban Environmental Learning Center, YMCA, Nokomis Healthy Seniors, Minneapolis Community Planning and Economic Development (CPED), Greater Metropolitan Housing Corporation (GMHC), Third Precinct Community Prosecution, Minneapolis Park Board and the City of Minneapolis, as well as the surrounding Neighborhood Organizations and Associations. SENA has also been instrumental in supporting the formation of the Southside Star Community Garden and the West of the Rail Business Association.

The SENA Board has been engaged in the initial stages of a planning process to lead our work beyond Phase II of NRP. This funding will help us complete this work in 2011 and develop a 3-year plan for community approval at our next Annual Meeting, slated for October 2011.

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

We may need assistance with analyzing and interpreting the demographic information that comes from the 2011 Census. Depending on what we learn from that information, we may need some assistance with translation of materials for non-native English speakers.

ESTIMATED BUDGET

Staff Expenses		\$ 35,300
▪ Salary	\$ 35,000	
▪ Training	\$ 300	
Employee Benefits		\$ 1,550
▪ Health reimbursement	\$ 1,050	\$
▪ IRA contributions	\$ 500	
Professional Services		
Occupancy		\$ 6,000
▪ Rent	\$ 4,800	
▪ Utilities & Phone	\$ 1,200	
Communications/Outreach		\$ 11,690.70
▪ SENA News	\$ 11,690.70	
Supplies and Materials		\$ 1,000
Festivals and events		\$
▪ Hiawatha HeartWarmer	\$ 500	
▪ Lake Hiawatha Festival	\$ 250	
▪ Block Club Events – promotion supplies, etc.	\$ 500	
Food and refreshments		\$ 500
▪ For Block Club & other engagement events	\$ 500	
Development (staff time included above)		\$
Fundraising (activities and training)		\$ 1,000
Other Services		\$
TOTAL:		\$ 58,290.70