
COMMUNITY PARTICIPATION PROGRAM
Victory Neighborhood Association (ViNA)
D R A F T 1-5-11



CONTACT INFORMATION:

Organization Name:	Victory Neighborhood Association (ViNA)		
Address:	2200 – 44 th Avenue North Minneapolis, MN 55412		
Website url:	www.victoryneighborhood.org		
Organization email:	info@victoryneighborhood.org		
Federal EIN:	41-2001093		
Board Contact:	Name:	Mr. Matt Massman	
	Phone:		
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Staff Contact:	Name:	Ms. Debbie Nelson	
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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? The Victory Neighborhood Association has in place approved Phase I and Phase II plans that set forth programs and projects that were determined by residents and others in the neighborhood through an extensive public input process. ViNA intends to continue to implement those initiatives as resources permit. In addition, six standing committees (housing, livability, sustainability, business, environment, and events) composed of citizen volunteers annually develop proposed goals and recommended activities for Board of Directors and neighborhood review. These are compiled into an annual work plan and budget. Accomplishments are evaluated and presented to the neighborhood at the Annual Meeting in September of each year, and proposed activities for the coming year reviewed for comment. ViNA holds a regular meeting monthly, and information is presented to the neighborhood and public input sought in that manner as well. This process has worked well in the past and ViNA would propose to continue to use that method for future planning purposes.

Specifically to develop the three-year proposal, ViNA would propose to follow the same model that was used in the development of both NRP plans. Citizen and other volunteers would be solicited to serve as an ad hoc committee under the direction of the Board of Directors and charged with developing and recommending a draft plan. Public input would be sought through the Website, newsletter, a public survey, and at booths at some of the many events hosted by ViNA throughout the year. For example, the annual Ice Cream Social attracts several hundred participants, including persons who tend to be underrepresented at meetings and other smaller events: renters, racial and ethnic minorities, and families with small children. ViNA is also developing a new association of block leaders, and would ask those leaders to solicit input from persons on their blocks.

The Victory Neighborhood continues to become more demographically diverse. ViNA has reached out in the past to underrepresented groups but has not achieved meaningful input. In the development of the three-year plan the Board is committed to expand those outreach efforts, with the assistance of Loring School and Noble Academy, both of which serve many students of Southeast Asian heritage, and local churches serving African-American parishioners.

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

ViNA will continue to prepare and circulate its quarterly newsletter to all residences in the neighborhood, and will maintain its website, Facebook page and Twitter account, biweekly electronic newsletter, and email contact lists. In addition, ViNA and other Camden neighborhoods publish short columns in the monthly Camden News on a dedicated neighborhood news page.

ViNA sponsors or participates in events throughout the year, and often uses those events to share information or obtain public input at tables and booths. These events include Concerts at the Flagpole, Movies in the Park, Victory Garage Sale, Ice Cream Social, Spring Clean and Green, Camden Farmers Market, Annual Garden Tour, Grand Rounds Bike Tour, Lowry Harvest Fest, and Holiday on 44th.

In 2011 ViNA and the Block Leaders will initiate a series of mobile “spontaneous” block club barbeques to help new block clubs organize.

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

The 2009 American Community Survey results indicate a growing share of Victory’s population is of African-American, Hispanic, and Southeast Asian descent. As discussed in the response to question #1, ViNA will partner with local schools and churches to help reach out to these racial and ethnic minorities, who often do not participate in neighborhood activities. In addition, block leaders will also be asked to reach out to everyone on their block, making a special effort to contact racial and ethnic minority neighbors. While a high percent of housing units in Victory are owner-occupied, there has been an increase in rental properties. Block leaders will be asked to also reach out to renters on their blocks.

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

ViNA would like to continue to work with the City and other partners to build on efforts to enhance business nodes in the neighborhood, including Penn/44th/Osseo Road and other smaller nodes on Thomas Avenue North. ViNA has completed traffic planning and business analysis, and would like to continue efforts to plan for and complete road, traffic, and landscaping improvements at Penn/44th/Osseo Road.

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

This question is answered in the response to question #1.

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

These are listed in the response to question #2.

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

We rock. Come to a meeting and find out!

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

We believe ViNA has been very successful at engaging the community and making a variety of improvements to protect and enhance property values and improve quality of life, as have many other neighborhood organizations in the city. NCR and NCEC can be most effective by ensuring flexibility and efficiency in plan implementation and minimizing administration. We believe NCR and NCEC would also be most helpful in serving as neighborhood advocates to city departments.

ESTIMATED BUDGET

Staff Expenses	\$ 16,801.16
Employee Benefits	\$
Professional Services	\$ 1,000.00
Occupancy	\$ 7,952.40
Communications/Outreach	\$ 4,087.60
Supplies and Materials	\$ 330.00
Festivals and events	\$ 1,600.10
Food and refreshments	\$ 1,000.00
Development	\$
Fundraising	\$
Other Services	\$
TOTAL:	\$ 32,771.26

2009 - 990 - submitted to the IRS on 1/0/2011 (Fiscal year = October 1, 2009-September 30, 2010)

2009 – Attorney General Report - submitted on 1/07/2011 (Fiscal year = October 1, 2009- September 30, 2010)

SOS registration - Victory Neighborhood is registered and in good standing with the Secretary of State (File #1H-429)

The Victory Neighborhood Association Board of Directors approved this submission on 1/05/2011.