

**2012 Community Participation Program**  
**Neighborhood Annual Report Form**

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**2012 Annual Report**

Neighborhood Organization: Folwell Neighborhood Association

Contact person: Roberta Englund, Executive Director

Date of Board Approval: October 10, 2013

**1. Stakeholder Involvement**

**FOLWELL NEIGHBORHOOD ASSOCIATION**  
**MEETINGS AND EVENTS INFORMATION**  
**October 2011 through September 2012**

<b>Date</b>	<b>Events</b>	<b>Volunteers</b>	<b>Volunteer</b>
4.21.12	Earth Day	14 (Hmong Academy, residents)	42.75: w/o staff
6.21.12	Ice Cream Social	44 (Lions, Residents, Leos, Zeta Phi Beta, CP Interns,)	92.00: w/o staff
9.29.12	Harvest Festival Open Streets	7 (staff, volunteers)	15.05: w/o staff

**Total FNA Volunteer Event Hours: 149.80**

**Board Meetings**

10 Board of Directors Meetings (no meeting in June/August) Members Attended: 119.25 hours, not including staff. Board meetings are not counted as volunteer hours for the members.

Guests at all Board of Directors Meetings, Total Guests – 37 (includes presenters)

**Partnership Events with Webber-Camden Neighborhood Organization – “Come Home to Camden”**

<b><u>Date</u></b>	<b><u>Meetings/Events</u></b>	<b><u>Volunteers</u></b>	<b><u>Volunteer</u></b>
11.4.11	Senior Leaf Rake	0 (STS)	NA
4.24.12	Senior Resource Fair	8 (includes 3 staff)	8.0 w/o staff
9.05.11	Victory Labor Day Race	19 (includes residents, Lions, staff)	56.5 w/o staff

**Total CHTC Volunteer Event Hours: 64.50**

**349: Number of residents using FNA/WCNO Office Services from January 1 through October 25, 2012: FNA and WCNO provide free fax, copy and notary, each of the residents who use these services are engaged 1-1 with staff and sign in with name, address and contact email or phone number. The office is open from 9am until 5pm, Monday – Thursday.**

- How did you reach out to and involve under-represented communities in 2012?

Through block contacts, personal and virtual, at public events, through information shared at community resources like North Regional Library and Folwell Park. We have a broad demographic representation at events and through the work we do as community advocates. Folwell has an increased population of Hispanic and Latina residents and are fortunate to have a board member who is fluent in Spanish languages. The Leos, a youth organization of the Camden Lions are active volunteers and participants at many events and the members are Hmong/Asian.

- Did you find any strategies to be particularly successful? Why?  
Personal contact and 1-1 outreach because it allows for communication and discussion.
- What did not work so well? Why?  
Outreach to the tenant population: rental property in north Minneapolis is perceived by many residents as problematic and so are the tenants living in those properties. The tenants are equally leery of engaging with residents who are homeowners. 1-1 engagement in non-public settings works well, while defenses go up at public gatherings and meetings and usually become adversarial.
- How many people did you reach through direct contact ?  
1200+
- How many individuals volunteered in organization activities?  
See report above
- How many individuals participated in your organization's activities?  
Ice Cream Social in June of 2012 had an attendance of 1350 by park staff estimate. Overall, FNA had contact with 3000+ people through various venues.
- How many people receive your print publications?



We distribute 100-1500 flyers and information materials for events and on specific topics. We do not use direct mail but do use community distribution points.

- How many people receive your electronic communications?  
E-mail 330 people directly, the FaceBook page and website is not accurately measurable because of the wide view response to topics

Annual Report  
Folwell Neighborhood Association  
November 2011 to October 2012

2012 was a year of recovery; for Folwell and for most of the north Minneapolis neighborhoods. It was a time of rebuilding, tree planting and an attempt to visualize the future, not just for Folwell – but for the entire quarter of Minneapolis we share with twelve other neighborhoods. .

In 2012 Folwell completed the transition from NRP to NCR, the City of Minneapolis' Neighborhood Community Relations Department. NCR funding will be sufficient to operate the office but will not support programs or services provided through the Folwell Center for Urban Initiatives or the 4<sup>th</sup> Precinct CARE Task Force which has become a significant contributor to the stability of Folwell and other northside neighborhoods. Folwell is currently working with other partners, non-profits and foundations, to find funding to continue that work. A 2012 initiative of the CARE Task Force that is having impact is "Enough is Enough – No One Dies" a street and block-by-block outreach in response to homicides involving children that occurred in north during the spring and summer of the year.

For FNA, housing is a primary focus; fewer houses are in, or pending property tax delinquency or foreclosure and home sales have been encouraging with several buyers who are owner occupants. The most current economic forecasts are more encouraging but there will not be a quick return to stability for the housing market. Folwell will continue to look for collaborative housing funds and work with economic development programs to support neighborhood stability.

FNA is an active member of the Lowry Corridor Implementation Council and a member of the Lowry Corridor Business Association which is focused on continued development of the Lowry Corridor.

A fledging organization of north side neighborhoods was created called the NNC – Northside Neighborhoods Coalition. That group continues to meet opening the door for collaborative programs and services. The NNC will hopefully be a long-term association since we need to continue the partnerships with neighborhoods that are like minded and value collaborative strategies for the greater good of all northside residents.



In 2012, Folwell must encourage a stronger and more vibrant resident voice, that participation includes block leadership and even more communication. In 2012 FNA supported 17 National Night Out events, up significantly from 2011 NNO participation.

In 2012, Folwell celebrated with a huge crowd, 1200+ at the Annual Ice Cream Social in Folwell Park complete with significant community resources and the introduction of the Bright Ideas campaign to encourage residents to think about what they would like to see happen in their neighborhood and on their block. The partnership events of Folwell and Webber-Camden neighborhoods under the banner of Come Home to Camden were the Senior Resource Fair and the 9th Community Picnic at the Victory Race in September. The recently completed Senior Leaf Rake served 25 senior households. FNA tabled for the fourth year at the Lowry Avenue Harvest Fest which in 2012 was a combined event with Open Streets Minneapolis and grew to a regional event that attracted 5000 visitors to Lowry for a full day on September 29<sup>th</sup>.

2012 has been a challenge! As a result of the tornado damage to north Minneapolis, the neighborhoods are for the first time – working together. We must continue to communicate, we need to express tolerance, patience, and welcome diversity to safeguard the quality of life in Folwell.

November 5, 2012

### ***Highlights***

FNA's participation with other neighborhood organizations that border Lowry Avenue and the Lowry Corridor Business Association to produce the first Open Streets event in north Minneapolis was a pivotal experience. The Harvest Festival, which was the precursor to this event (and is still embedded in it) was a very local celebration and the beginning of event based outreach – not just for existing residents but also a marketing opportunity to encourage neighborhood stabilizations and homeownership investment post tornado. Open Streets also showcased the collaboration of the Business Association and residents and was immensely successful in integrating the Asian community into the social fabric of the community.

### **Accomplishments:**

Some of FNA's work is across the 4<sup>th</sup> Precinct neighborhoods through a public safety strategy called the 4<sup>th</sup> Precinct CARE Task Force. The CARE Task Force has been meeting weekly since 1998 and is funded by foundation revenue. The CARE Task Force initiatives are often tandem to the issues and concerns of



neighborhood residents especially related to housing, crime and neighborhood livability. As a result of the CARE Task Force, Folwell neighborhood benefits from the conduit of information and employed strategies in the focus areas.

FNA is a respected source of information and provider for resident advocacy.

### **1. Financial Reports**

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

### **Housing**

FNA has a full time Housing Stabilization Coordinator and approximately 40% of staff time is housing related.

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

#### **1. Impact**

What interactions with City departments occupied a major part of your time?  
What worked well? What could be improved?

**Regulatory Services, Licensing Inspections and the Minneapolis Police Department. The system is not broken.**

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate your overall experience with your interactions with the City? **5**

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

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

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? **5**

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

Do you receive adequate notice of City activities in your neighborhood?  
**Yes.**

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the timeliness of communications from the City? **5**

#### **4. City Departments**

How can City departments improve the way in which they function in your neighborhood? **They work just fine.**

5. ***City Assistance***

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

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the assistance provided to your neighborhood by NCR? **5**

***Other comments?***