

Community Participation Program 2012 Annual Report

Neighborhood Organization: Powderhorn Park Neighborhood Association

Contact person: Becky Timm, PPNA Executive Director

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1. Stakeholder Involvement

Reviewing your CPP activities in 2012, Please provide information about:

- What outreach and engagement activities did you carry out in 2012?

2012 Recap: Identifying and Acting on Neighborhood Priorities -

Completed the 2012-2013 PPNA Strategic Plan; restructured committee system to increase engagement, participation and relevancy based on community feedback; three business representatives on the Board of Directors; and planning to launch Latino Advisory Council in 2013.

2012 Recap: Influencing City Decisions and Priorities – Elected officials and candidates attended PPNA events; PPNA hosted a candidates meet and greet; PPNA active, vocal member in three business associations and additional work groups; Problem Property Caucus member; strong partnerships with the Minneapolis Police Department, Minneapolis Parks and Recreation Board and City officials and staff; and SUN Project Steering Committee member.

2012 Recap: Increasing Involvement – Full-time community organizer on staff; neighborhood promotion through ten large community events; nine PPNA committees; translated meetings and materials in Spanish; quarterly printed newsletter; significant online presence; and strategic board and committee member recruitment.

- How did you reach out to and involve under-represented communities in 2012?
 - Hired a full-time bi-lingual community organizer
 - Worked through partner organizations to achieve mutual outreach and engagement goals. The organizations included: Minneapolis Park and Recreation Board, Pillsbury House + Theatre, Mujeres en Acción y Poder, Arts on Chicago artists and organizations, SUN Project, Youth Farm, Division of Indian Works Food Shelf, Risen Christ School, Latino Economic Development Center, Cultural Wellness Center, Tamales y Bicicletas, Dreamers, community gardens, Minneapolis Police Department Crime Prevention Specialist and block clubs.
 - Preparation for new Latino Advisory Council
 - 3 free workshops on immigration in Spanish
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- Promotion of events and resources for youth, families, seniors, low income families, GLBT community, food selves and social services, school district announcements, foreclosure prevention counseling, Metro Transit, Nice Ride and the Midtown Greenway announcements, National Night Out organizer BBQ, musical, arts and cultural celebrations and ESL classes.
- Did you find any strategies to be particularly successful? Why?
 - Hiring a bi-lingual staff member was incredibly helpful for our outreach efforts.
- What did not work so well? Why?
 - Spending the resources to translate materials and have live translation, when we did not do a good job promoting the event with Spanish speakers ahead of time. No non-English speakers came to our annual meeting in 2011 and we wasted time and resources. With the addition of our new community organizer, we now do the groundwork with the Latino community before events to invite non-English speaking participants and create a welcoming environment.
- How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?
75
- How many individuals volunteered in organization activities?
60
- How many individuals participated in your organization's activities?
Committee & Board Meetings – 200
Large Events – 30,000
- How many people receive your print publications?
4,000 households
- How many people receive your electronic communications?
2,000 individuals

2. 2012 Highlights

Please describe one or two major highlights, and if possible, please include digital photos or illustrations:

- What was the issue or opportunity the neighborhood was facing?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

The 2012 Redistricting Process provided many opportunities to engage with the residents and businesses of the Powderhorn Park neighborhood. Our neighborhood is located in two wards and was ground zero for the proposed changes to Wards 8 and 9. Throughout the process, the boundaries changed significantly. Many longtime Ward 8 residents and businesses were concerned about the proposed changes.

PPNA was contacted by several neighborhood residents and groups which we had not had the opportunity to work with prior. With limited time, PPNA scheduled a public meeting to give residents and businesses the opportunity to share their thoughts regarding the proposed changes to the City Voting District Maps. Several energetic persons compiled these comments and worked on PPNA's responses in support of the Minority-Majority Plan. PPNA sent written comments and testified at hearings.

Although, not every community member agreed with final PPNA's position, everyone was given opportunities to share their opinions in a safe, calm environment. PPNA encouraged all residents to attend the public hearings and four residents attended and shared their personal opinions on the redistricting process.

PPNA played the lead role in notifying local organizations, businesses and other neighborhoods about the redistricting process and how to get involved.

The final map places the Powderhorn Park neighborhood entirely in Ward 9. PPNA plans to work closely with the Ward 9 Councilmember. PPNA will also be involved in educating our community on these changes prior to the upcoming election.

3. 2012 Accomplishments

Please provide information about your other accomplishments in 2012:

- What were your organization's major accomplishments?
- How were individuals in your community directly impacted by your work?

2012 PPNA Accomplishments:

Economic Development, Housing, Transportation & Partnerships

- Member: Lake Street Council, Midtown Business Association, 38th & Chicago Business Association, 38th & Chicago Coordinating Committee, Arts on Chicago Leadership Team, SUN Project and Problem Property Caucus.
- Secured McKnight Foundation Regional and Communities Program Funding.
- Wrote grant for LISC's COACTION Fund to support work at the 38th & Chicago intersection.
- Three business representatives on the PPNA Board of Directors.
- Worked with Pillsbury House + Theatre to present CurbCulture which engaged dozens of youth and 20 businesses on Chicago Avenue by creating 20 hand-crafted sandwich boards for each of the store fronts.
- Supported Latino- owned businesses with translation assistance to secure funds from the Façade Improvement Grant program, the Great Streets program and Valspar Paint program.
- Promoted Buy Local and neighborhood businesses. Purchased meeting refreshments from local restaurants.
- Hosted PPNA Housing Fair and tabled at the South Minneapolis Housing Fair.
- Worked with Macalster College and the Minneapolis Federal Reserve Bank on 2012 Housing Market Index Study for the Powderhorn Park neighborhood.
- Door-knocking campaign to reach homes on the Sherriff's foreclosure list to share information on nonprofit foreclosure prevention resources.
- Online and phone referrals for housing, rehab, foreclosure prevention and rental information.
- Seated a Powderhorn Park neighborhood representative on the Midtown Greenway Coalition Board, hosted a bike safety clinic and involved in the discussion on Metro Transit's study of multi-modal options on Lake Street.
- Strengthened existing partnerships and recruited new organizations, government agencies, businesses and schools to work with on mutual goals.
- Worked with the Minneapolis Park and Recreation Board to inform residents and gather feedback about proposed changes to path system at the Powderhorn Park.

Community Engagement

- Granted \$10,000 from the Minnesota State Arts Board and \$5,000 from the Metropolitan Regional Arts Board for the 2012 Powderhorn Art Fair. Granted \$5,000 from the Minnesota State Arts Board for the CurbCulture project.
- Secured \$20,000 for youth sports and arts activities at Powderhorn Park through the 2012 Powderhorn Art Fair.
- Engaged residents by providing opportunities to participate in the political process and meet elected officials by hosting a candidates meet and greet, passing board resolutions against the constitutional amendments, submitting letters and testimony on the redistricting process, hosting a community gathering on neighborhood demographic changes, hosting three workshops in Spanish on immigration and immigration reform and inviting local officials to PPNA events and meetings.
- Organized first-time events such as Powderhorn Artist Mixer which attracted nine organizational sponsors and over 100 participants and Get Your Green On! which featured four presentations by partner organizations and a bike safety clinic by the Hub Co-op.
- Continued successful PPNA events and programs such as the 21th Annual Powderhorn Art Fair, the Fourth of July at Powderhorn Park, the PPNA Housing Fair, the PPNA Annual Meeting, the Earth Day Clean Up and monthly community gatherings and committee meetings. Supported Art Sled Rally, Backyard Constellation, Powderhorn24, Powderhorn Empty Bowls, 38th & Chicago BBQ & Music Fest, Celebrate 38th and two community gardens.
- Arts on Chicago Leadership Team – Will complete 20 placemaking projects on Chicago Avenue in one year. PPNA is responsible for two projects: Utility Wraps and Paint the Pavement slated for 2013.

Organizational Development

- 2012-2013 Strategic Plan
- Updated bylaws, board packet and personnel policy. Plan for revision of all policies and procedures in 2013 to complete Charity Review Council requirements.
- Hired full-time bi-lingual community organizer.
- Five month building remodel project completed in November.
- Instituted new Chart of Accounts to align with the IRS Form 990. Revised budgeting process to solicit more input from the Board. Improved transparency and communication.
- Shored up the fiscal sponsorship agreement process. Signed agreement with one new organization and discontinued contract with the Central Area

Neighborhood Development Organization (CANDO) – six in total. Improved communication and service.

- Increased capacity of individual board members by providing orientation, monthly training modules and mandatory leadership opportunities.
- Published quarterly PPNA newsletter delivered to 4,000 households.
- Continued “This Week @ PPNA,” a popular weekly online communication tool for events at PPNA and in the neighborhood, which is distributed to more than 1,100 members on E-Democracy. Likes of PPNA’s Facebook page increased by over 100.

4. Housing

What percentage of time did your organization spend on housing-related activities?

10 percent

- Hosted spring PPNA Housing Fair
- Tabled at the South Minneapolis Housing Fair
- Partnered with Macalester College and the Minneapolis Federal Reserve Bank to produce a 2012 Housing Market Index Study
- Weekly door-knocking to homes on the Sherriff's Foreclosure List to give information on nonprofit foreclosure prevention services
- Info sharing and referrals to nonprofit and government housing, rental and rehab resources
- Problem Property Caucus

5. Financial Reports

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

Please see attached reports

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?

PPNA interacted with the NCR Department, the two City Councilmember Offices and our MPD Crime Prevention Specialist (CPS) the most in 2012. We also worked with Solid Waste on the Graffiti Grant, CPED Planning and CPED Finance.

The City Councilmember Offices and our CPS are great assets. The NCR staff is friendly and helpful, but sometimes the response time is long and/or the response is not complete or the staff person is unsure. We are in contact with other neighborhood organizations and sometimes the information shared with one organization is not shared or is different with other organizations.

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? 4

2. City Communications - effectiveness

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

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? 3.5

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.

Not clear on what you mean by “City activities.” I retrieve information from a variety of resources including emails, websites, Facebook and word of mouth. There is not just one place for me to look to find out all I want to know from the City which may be of interest to our community. We want information on library system, park system, roads, snow emergencies, garbage and recycling, police, NCR Department, council members, the mayor’s office, planning, etc.

I sent in a note to CPED about information regarding the role of neighborhood associations in Land Use Application notifications. I received back a very helpful memo. I suggested to CPED and NCR that other neighborhood organizations would find this helpful. We find it frustrating that there is not a uniform means of communication about “things neighborhood associations should be doing,” such as notifications and acting on land use applications, how to get our websites up to the ADA standards set forth by the NCR Department, how to run our office efficiently and effectively on tiny budgets, HR support for employment issues, etc.

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? N/A

4. ***City Departments***

How can City departments improve the way in which they function in your neighborhood?

We have not received any major complaints about specific City departments in 2012. We generally direct emails and calls to 311 or to the City Councilmember’s office.

5. ***City Assistance***

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

- Guidance on what is expected for drafting the Neighborhood Priority Plan
- Continuation of D&O and general liability insurance pools

- Research offering medical, dental and retirement insurance pools
- ADA Policy is unclear in certain sections. Are you releasing new guidelines?
- Standardized template for Policy & Procedures (eg – personnel, finance, conflict of interest, board member info). Most neighborhood organizations are tiny and cannot manage this time-consuming project on their own.
- Training modules on how to make an organizational budget, run a board meeting, deal with conflict, etc.
- Early release of information on NCR's plans for 2014 – 2017 CPP Funding Cycle
- NCR Department Facebook page with useful content that neighborhood organizations can repost and/or use as newsletter and website content

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? 4

6. *Other comments?*