
COMMUNITY PARTICIPATION PROGRAM

Submission Template

Please use this template as a guide to developing your submission for funding from the Community Participation Program. The level of detail should be appropriate to your organization's proposed activities, and to the level of funding allocated for your organization.

You may provide this submission electronically to ncr@minneapolismn.gov. Please include a copy of your bylaws.

CONTACT INFORMATION:

Organization Name:	Hawthorne Neighborhood Council
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Federal EIN:	41-1372123
Board Contact:	Name: JoAnne Kelty
Staff Contact:	Name: Jeff Skrenes Phone: 612-529-6033 x204 Email: jskrenes@hawthorneneighborhoodcouncil.org Address: 2944 Emerson Ave N, Minneapolis MN 55411

Who should be the primary contact for this submission? ___Jeff Skrenes_____

Date of Board review and approval: ___6/14/2012_____

FUNDING ACTIVITIES.

Use the following questions as a guide for your submission. For questions 1-8, please limit each response to no more than 3 paragraphs.

1. **Eligibility.** If your organization has not previously been funded through the Community Participation Program, please provide evidence of the organization's eligibility, as identified in Section II.A of the Guidelines.

The Hawthorne Neighborhood Council was funded in 2011.

2. **Community participation efforts.** Describe proposed outreach activity in the neighborhood, and methods to involve residents and other stakeholders in one or more of the three key program purposes. How will you engage residents and other stakeholders of their neighborhood in developing a Neighborhood Priority Plan?

Hawthorne members have begun a marketing and outreach campaign both to raise awareness within the community about HNC and to promote the area to those outside our community. The Committee and Board members working together on this initiative will examine what worked well in other neighborhoods across Minneapolis and seek proposals from professional marketing firms.

Hawthorne has a significant number of residents who do not access the internet on a regular basis. In order to reach this population, we have sent out postcards informing residents of programs available and upcoming neighborhood events. At the 2012 Earth Day celebration at Farview Park, several in attendance came specifically because of our postcard. The Broadway Family Medicine clinic on West Broadway has offered to write regular pieces for our Hawthorne Vibe newsletter, and the provision of more and frequent content will be an opportunity to send out neighborhood information on a more regular basis.

Hawthorne is also increasing its capacity to engage our community through electronic media. A staff person will be attending a July training on Wordpress so that our web page can be updated more effectively and more often. With that training, we hope to link together and expand our presence on our blog, Facebook, and web page. We have also been approached by E-Democracy.org to start a community-based listserv. Finally, the District 7 Planning Council in St. Paul has pioneered a new way to incorporate GIS tracking with community-building efforts. Hawthorne is pursuing partnerships with other neighborhoods to develop a comprehensive database of community connections and assets.

3. **Building organizational capacity.** How will you work to: (1) provide opportunities for the direct involvement of members, (2) build your membership and volunteer base, (3)

encourage and develop new leadership, and (4) expand the organization's capacity through self-assessment and other activities.

One of the ways Hawthorne has reached out to new members, especially this year, is through community gardens. We have one garden in the EcoVillage and that is gaining new members as the area grows with it, including Hmong and African immigrants. The South Hawthorne Community garden has gained several Hmong participants, and through outreach done with CURA we have other southeast Asian residents looking for garden space. Two other gardens are in use in the southwest quadrant of the community, and in one of them Hawthorne is partnering with Kwanzaa Church to reach out to our neighborhood youth. With a bilingual staff person, Hawthorne can reach out to Latinos in our community, and we have partnered with Project for Pride in Living to expand our garden in the EcoVillage.

The Hawthorne Housing Committee sponsored a forum for real estate professionals to discuss what makes people more or less likely to buy a home in our neighborhood. Across the board, these professionals stated that litter was a significant deterrent when they would bring clients through our community. Hawthorne recently applied for a grant to assist with graffiti abatement, and activities around that issue involve community surveying of graffiti tags. While members are out in the community with this endeavor, they will also regularly make garbage pick-up sweeps of targeted areas. Hawthorne has joined with the West Broadway Coalition to form a unified Business Committee along our main commercial corridor, and we have been a strong partner in the Lowry Corridor Business Association and the Great Streets Initiative along the northern edge of our neighborhood. HNC members and staff have taken on leadership roles in the city's Community Connections Conference, as well as the North First initiative that came from the citywide forum.

Internally, Hawthorne is working with MAP to assess our organizational structure and performance. The consultant's meetings with HNC staff and board members is expected to wrap up in June. His findings and recommendations will be discussed at July and August Board meetings. Hawthorne is already in the process of changing its bylaws to be more inclusive and in line with CPP guidelines. Proposed changes will be shared with the Board at upcoming meetings in June and July, with a community-wide vote to take place in August of 2012.

4. **Building neighborhood relationships.** Describe your outreach, networking, and inclusivity efforts to: (1) build a sense of a whole neighborhood among residents, (2) build bridges among neighbors and diverse communities within the neighborhood, (3) work with other neighborhoods and organizations on issues of common interest, (4) build partnerships with private and public entities, and (5) benefit the neighborhood as a whole.

The Hawthorne neighborhood is separated from the Mississippi River by Highway 94, cutting the residential neighborhood off from the riverfront, a business corridor, and residents who live in the Riverview Townhomes. Through involvement with the River First Initiative, the Minneapolis Park Board and its Above The Falls Citizens' Advisory Committee, and the 26th Avenue North Greenway proposal, Hawthorne has worked to engage stakeholders on both sides of the divide. When the Northern Metal permit application to relax emission restrictions came up, our community response showed the strength of these connections.

The northwest quadrant of Hawthorne lacks a community garden spot, and neighbors and staff are in the process of seeking out opportunities to place one there. That area has also seen a recent spike in criminal and gang activity. Hawthorne board members have been inviting residents to regular Crime and Safety meetings in response. The city has stepped up home inspections enforcement to counter blighted properties, and staff has done outreach to make property owners aware of rehab assistance that is available.

Hawthorne has been a founding member of the Northside Community Reinvestment Coalition. NCRC is the leading group in north Minneapolis foreclosure prevention outreach, and Hawthorne has devoted staff and volunteer efforts to the coordination of door knocking campaigns to those at risk, as well as engagement with city, county, state, and federal elected officials regarding fair lending practices for all of North Minneapolis.

5. **Involvement of under-engaged stakeholders.** Organizations should discuss which stakeholder groups are typically un-engaged or under-engaged in their work, and how they will work to involve those groups. Organizations should also discuss how the NCR Department can help with this work.

While we have seen an increase in Hmong and other southeast Asian residents' participation in community gardens, as well as a successful campaign to get a Hmong police officer on the day shift, we have not seen our immigrant population become active at board or committee levels. The same holds true for previous partnerships with the Oromo community at the Tawfiq Islamic Center. Hawthorne would like to learn from other communities what they have done to become more engaged in leadership roles within the organization.

Last year, Hawthorne built a community garden in the EcoVillage and attempted to design it with raised beds so that people with disabilities could also use the space. A new resident in the area uses a wheelchair, and we have found that the paths to the garden plots are still inaccessible. We are working with PPL to find a solution to this problem. Likewise, Hawthorne owns its own building, but our office space is not handicap accessible. In 2012-13, we plan on adding a ramp and making some interior redesigns to improve the accessibility of our office space.

Over the past several years, the Hawthorne Board and its Sub-Committees have been primarily composed of home owners even though renters make up a significant portion of our community. With new Board members who are renting in the neighborhood and

becoming more active in the community, Hawthorne members and staff have intentionally reached out to these members to learn more about how HNC can serve our community as a whole. In a short time period, several people who worship within our community have found more stable housing as a result of our referrals. We will continue to work with these members to improve the quality of life for all renters in the neighborhood.

6. **Housing Activities.** Neighborhood organizations should discuss their work on housing and housing related activities. Organizations should estimate the percentage of time to be spent on these issues.

Hawthorne has a full-time staff person working as the Housing Director. The housing position is also responsible for the Environment Committee and other tasks as directed by the board. Roughly seventy percent of this person's time is spent on housing issues, and a portion of the NRP funds will go to pay for this person's salary and benefits. Roughly thirty-five percent of overall staff activity is spent on housing issues. Through meetings and volunteer efforts, between one quarter and one third of HNC's organizational capacity is directed at housing.

The primary housing activities are centered around the continued development of the Hawthorne EcoVillage. In 2012 and 2013, at least four new home construction or rehab projects are expected to be completed, as well as the extension of one alley. The community garden and tree nursery are expected to continue, and the mayor's Green Homes Initiative could add between three and six new energy-efficient homes to the area in the very near future.

Through partnerships with the City of Minneapolis, the Center for Energy and Environment, and the General Mills Foundation, Hawthorne oversees funding for a variety of housing assistance programs, primarily geared towards home owners and developers. At the Housing Committee, Hawthorne routinely examines these programs and their effectiveness. We have recently added several new board members who are renters, and have been in discussions with them about how to focus on a demographic long underserved within our community.

7. **Unused funds.** Organizations should discuss how they plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

There are no anticipated unused funds from the 2011-12 cycle. If any unused funds are discovered, they will be put towards the 2012-13 Neighborhood Priority Plan. Hawthorne would roll unused 2012-13 funds over to Neighborhood Priority Plan activities in 2013-14.

8. **Budgets.** Submissions should include a budget showing how Community Participation Program funds will support the organization's community participation work and an

amount set-aside for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

BUDGET

Staff Expenses	\$90,204.00
Employee Benefits	\$37,491.00
Professional Services	\$2,025.00
Occupancy	\$
Communications/Outreach	\$
Supplies and Materials	\$9,985.50
Festivals and events	\$
Development	\$
Fundraising	\$
Other Services	\$
Neighborhood Priorities	\$35,061.50
TOTAL CPP Allocation:	\$174,767