

Logan Park Neighborhood Association (LPNA) Community Participation Program Submission  
2012-2013

LPNA – Logan Park Neighborhood Association  
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Minneapolis, MN 55413

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**Eligibility:**

Logan Park Neighborhood Association (LPNA) has attached the 990N, by-laws, Equal Opportunity Employment, (EOE) and an Americans with Disabilities Act, (ADA) plan and policy, the most recent Attorney General's report to this submission. We are currently active on the Secretary of State's files and will renew this December when required.

LPNA attempts to build all requirements of Community Participation Program (CPP) funding into all aspects of each neighborhood activity, thus leveraging the funds to their best use to meet City goals.

**Community Organizing, Outreach and Neighborhood Planning:**

**Methodology:**

LPNA finished the first CPP funding request in August of 2011 and received notice of contact acceptance in October 2011. The primary outreach relied on an open ended survey published in the newsletter, Facebook, and website. Secondary outreach is around community meetings. A third outreach effort revolved around a survey and door knocking effort used to reach churches, park staff, and high rise residents. This methodology is still on going. Forty-six more interviews have been conducted since November of 2011. Now, every new resident or business contact the organization reaches is surveyed to ascertain the issues and concerns of each individual. See the attached survey for reference. It does not matter if the individual signs in at a meeting or if they contact the organization with a complaint or suggestion or request for information a follow up interview occurs. The questions asked are as follows: 1) Why do you like living or working in Logan Park Neighborhood? 2) What do you see as the most important issue or challenge facing

Logan Park Neighborhood? 3) If cost and other barriers did not exist what would you change in Logan Park Neighborhood?

Three community meetings were held primarily to discuss CPP ideas and initiatives. October 19, 2011 was about development and the two key ideas were identified at that meeting. One, Jac Flats, is going forward. It is a 32 unit space for artists and their families which, with neighborhood influence, resulted in a unique component. The units have been designed for disabled artists. Second, at the October meeting 807 Broadway NE, the school administrative building was a great concern. As that building is vacated the neighborhood will lose thousands of jobs. Residents want to see business initiatives at that building that may include a Trader Joes, wellness business incubator and other jobs oriented development.

At the December 18, 2011 community meeting communications and branding of the neighborhood was discussed at great length which has resulted in a newsletter editing change and a new logo for the neighborhood. The Logo initiative relied on repeated democracy by dots or "dotmocracy" type rank voting style. The neighborhood could vote by a web form, in person or in the newsletter. Four residents and two Logan Park business owners submitted designs. Fifty two people voted in the determination of the Logo. These folks have been added to LPNA's contact list and are still being interviewed via phone survey regarding their ideas for CPP fund uses.

The survey's revealed a number of people are concerned with crime in the neighborhood and a special meeting was held February 9, 2012 regarding this issue. From that interface many people have signed up to be on the crime alert lists and now part of each community meeting is set aside for crime issue discussion and crime statistics analysis. Ideas generated from this meeting are a part of this CPP submission.

### **807 Broadway NE MPS School Building:**

In October 2011 the community meeting sponsored by LPNA revolved around the community asset 807 Broadway NE where the Minneapolis Public School Special District #1 offices are being vacated. The building is up for sale and Community Planning & Economic Development (CPED) is assisting the Minneapolis Public Schools (MPS) with the sale. The neighborhood is keen to make sure this community asset, formally associated with Thomas Alva Edison as a light bulb factory, is put to good use that meets community needs. Business owners around the 807 Broadway NE site have attended LPNA meetings and are very interested in the type of development that goes into the space. This June 14th LPNA sponsored a tour of the building so that residents could learn more about the space and learn how to influence City of Minneapolis and MPS departments about neighborhood priorities. Thus far, LPNA has determined residents are in a food and medical care desert and are very concerned about unemployment. There is no clinic for typical medical care except downtown which is 3 miles away and requires two buses to reach. The next closest comprehensive primary care medical clinic is north of 494 and now

buses go there directly from Northeast. There is no grocery store within walking distance or on a bus line. So far, suggested ideas for 807 Broadway NE development include a business incubator to create jobs, aquaponic site for growing food and fish in a self-sustaining environment, a Trader Joes for year round healthy food, and a medical clinic that would attract many other healing arts to the neighborhood in that sprawling complex. We expect to continue to involve not only LPNA residents but other Northeast residents from other neighborhoods in this discussion. This should be a Neighborhood Priority Plan (NPP) for a combined effort. LPNA will sponsor a NPP brainstorming session for neighborhoods affected by this development in July 2012. It will take several years and more than one neighborhood to bring this development to fruition.

### **Communications:**

LPNA reaches out to the neighborhood residents and businesses in many ways. Newsletters are delivered 8 to 12 times per year door-to-door by youths that are paid a small fee. This is the third generation of different youth that have been thus employed and one delivery boy, of 15 years ago, is now a very active Board member. This method involves not only the youth and their immediate family, but the youth's relatives and friends in the neighborhood are also made more aware of the LPNA and City efforts and are thus encouraged to get involved. A new delivery family was recruited this spring and thus another young entrepreneur is in training, including learning how to invoice for his services for payment. The editor of 24 years passed the torch to a duo on the Board who now handle the newsletter. LPNA will continue in 2013 to make this outreach successful.

### **Board Training:**

LPNA has recruited three new Board members since receiving CPP funding in October 2011. The new Board members and veterans are at varying levels of expertise in board governance and will seek out some training and materials to complement the existing Board functions. MAP for non-profits will be consulted for setting up QuickBooks for the Treasurer and contract staff will assist in setting up the chart of accounts and reports necessary for the Board to understand the finances more easily, efficiently and transparently. The Board voted to implement the QuickBooks for the new fiscal year that began June 1, 2012.

### **Volunteer Recognition:**

In the past six months of CPP funding, the contract staff has noted over 1,000 hours of volunteer time that has gone into the neighborhood governance and projects. The newsletter is edited and put together with volunteer time, a gateway area frequented by homeless campers was cleaned of garbage and old furniture, and trees and bushes were trimmed and cut down with a chain saw to expose the area from concealment. The events all garnered time of youth and

adults working together to keep the neighborhood a great place to play and live. The LPNA Board has influenced the Minnesota Pollution Control Agency (MPCA) rulings regarding water quality on the Mississippi, helped frame the discussion regarding the new Solar Arts Building development and has supported new and existing businesses in the neighborhood, such as Indeed Brewery and Sign Minds. Countless hours have gone into the Gateway Beautification project that resulted in antique lighting being installed with donated funds at Central Avenue and Broadway Street NE. This next year, to encourage and recognize efforts of the Board and other committee volunteers, a recognition event will be held.

### **Festivals and Events:**

#### **Community Sing:**

This past January 2012, LPNA sponsored a Community Sing. Over 125 people attended the event and a vegetable soup, bread and dessert bar luncheon was served afterwards. This free event was supported by the local Northeast Food Cooperative with a generous donation of much of the soup stock and vegetables. Four youth and their Minneapolis Park and Recreation Board (MPRB) food preparation coach assisted the LPNA volunteers with all the food preparation. It was a joyous time of fellowship cutting enough vegetables to feed 150 people. Leftover bars and soup and bread were donated to the MPRB program at Logan Park that serves after school snacks in the winter. This event so impressed one new tenant to the neighborhood, he joined the Board this May as co-secretary.

CPP funds were used for a first class mailing that went to all the homes and businesses in Logan Park Neighborhood advertising the Community Sing. The postcard featured a picture from the 1928 Community Sing at Logan Park. This gave many people a better understanding of the History of the Park and the community building efforts of the past. As a side benefit, the returned postcards gave LPNA a much better understanding of vacancy rates in the neighborhood as the census data does not reflect the foreclosure crisis. Thus the Community Sing was leveraged to provide many different avenues of cultural understanding, community involvement and data collection to better serve the residents in Logan Park. LPNA wishes to have another Community Sing in 2013.

#### **Ethnic Film Project:**

LPNA has a long history of championing the Northeast Arts District and Art-A-Whirl, and in fact, those initiatives actually began in Logan Park Neighborhood. Logan Park is home to hundreds of artists. One new idea for bringing artists, residents and various ethnicities together is an ethnic film project. LPNA will do a pilot project this next year whereby we bring Middle Eastern, Polish and Ecuadorian film to the neighborhood. These constituencies are already here and film brings people together. LPNA will seek out cooperation with MIZNA: Prose, Poetry, Art Exploring Arab

America which is the organization in Northeast for Arab American artists. The many Arab American Restaurants in Northeast will be asked to co-sponsor the films with LPNA. LPNA will seek cooperation from the Latin Film Fest organizers sponsored by the The Film Society of Minneapolis St. Paul (MSP Film Society) for the Ecuadorian film, and then work with the Polish American Cultural Institute of Minnesota and the Twin Cities Polish Festival to help with Polish discussion. The film groups will lead the discussions of the films after the showing and the restaurants will donate the food. If this is successful in 2013, LPNA will encourage the other 13 neighborhoods in Northeast to join with them and each could sponsor a film a month, with the goal of eventually covering all ethnicities. LPNA continues to draw new immigrants and we have hit upon this as a way to bridge the gap between cultures.

### **Community Involvement:**

#### **Logo Contest:**

The next community involvement initiative was the creation of a new logo for Logan Park, and a committee was formed, comprised of new Board members. Residents or business owners in Logan Park were encouraged to submit artwork for the logo and branding effort. Six artists submitted work, and voting for the new logo occurred at a Community meeting in March. The top two designs were put on the LPNA Facebook page, on their website and in the delivered newsletter. Voting for the winner took place over two months with the residents making the final decision. The Formstack.com device, deployed to get votes electronically, allowed people to opt in and get connected to the neighborhood email alert system. Thus the Logo Contest not only generated much competition, excitement and feedback, but it also garnered many new contacts for LPNA. The outreach is working. We now have contacts on every block in the neighborhood. In 2013 LPNA plans to use this logo to re-brand the neighborhood with signage and new stationary.

#### **Crime Task Force:**

Simultaneously, a re-invigorated crime issues task force of concerned citizens met in (month). They continue to share information electronically, and they are building on the crime statistics data to affect policing in the neighborhood. It has been noted that most of the larceny increases and thefts from persons in the neighborhood are occurring at the high rise bus stop at 17th and Washington NE. LPNA hopes to have police install a temporary crime camera there to deter crimes and to improve personal safety of the residents. A personal safety workshop in 2013 would be helpful, and if it was held at the high rise then single family, duplex and condo residents who don't often interact with the high rise residents could gather at that facility and build some community connections. This would be a first step in bridging this communication gap between groups in the neighborhood in 2013.

**Ecuadorian Outreach:**

Logan Park Neighborhood has a Latino/Hispanic population of 16% which is 5% higher than the Northeast Minneapolis average. Furthermore, this group is primarily Ecuadorian. In February 2012, LPNA partnered with the Ethic Dance Theatre (EDT) to write a grant for funds to celebrate Ecuadorian dance and culture. While LPNA did not get the grant, relationships were forged that have endured. LPNA plans to work with the EDT to reach out to Ecuadorians in Logan Park. A young woman has been identified who lives in the neighborhood, is on the Ecuadorian soccer league, and is fluent in Spanish. LPNA will hire her to do translation work and to introduce LPNA to this part of the community in a friendly way in 2013. LPNA members introduced themselves at the Ecuadorian restaurants on Central Avenue NE and have identified three contacts in the Ecuadorian community that are willing to sit down and work with LPNA on this venture. It is hoped that by working together to bring this folk dance performance to the community that friendships and alliances can be built.

**CleanSweep:**

CleanSweep is an on-going effort that builds relationships and improves the neighborhood appearance. Most recently we cleaned the neighborhood on June 9th. Businesses are also encouraged to use the neighborhood trucks. It is a good day of hard work and fun as many hands make light work. When the staff person went to the Somali run convenience store in Logan Park to put up the CleanSweep flyers a wonderful exchange occurred. The business owner asked how much LPNA was being paid to do this work. When she replied, "nothing" The owner countered with, "Then you must sell the metal and cans you pick up, yes?" She told him "No, the neighborhood group pays for the city trucks to come and neighbors work for free to see the neighborhood improve and be made more beautiful." He scratched his head and said, "Well, it is nice of you to do this." LPNA had never thought about volunteering as being peculiar. When you think about it, volunteering is not a self-interested endeavor and could easily be viewed with suspicion or confusion.

**Housing:****Jac Flats:**

LPNA continues to support the ArtSpace effort for Jac Flats that is residential rental space for disabled and abled artists. It will be located at 18th ½ Street NE and Jackson Street NE. LPNA helped with seed money for this project and are committed to being on the resident selection panel when the project is completed.

### **Foreclosures and Problem Properties:**

While foreclosures are a problem in Logan Park the greater housing problems revolve around homes being underwater. Recently the Board directed the staff to assist a homeowner that was underwater and could not get a home equity loan from the Center for Energy and Environment (CEE), the neighborhood housing loan administrator, due to the dramatic drop in housing value in the past 3 years. This underwater phenomena, coupled with absentee owners on every block that do not keep up their property, have caused the Board to make these housing problems priorities for the neighborhood. It is hoped that one NPP, agreed upon by the various neighborhoods, will focus on problem property owners and underwater homeowners in 2013.

LPNA will spend an estimated 99 hours of staff and volunteer time to educate residents about loan offerings via the newsletter, email, website and Facebook communication over the 18 months of this contract time frame. These hours also include staff time devoted to monitoring Jac Flats artist housing development and assisting residents with loans for home improvement and helping duplex owners to find good tenants. Loan administration and monitoring will take an estimated additional 90 hours. Total housing program hours equal 189 hours over 18 months. Since the hire date of October 1, 2011 the part time executive coordinator has documented 504 total staff hours and 989.5 total volunteer hours. If these hours remain constant the total hours of volunteer and staff time worked in Logan Park will equal 2987 hours. Thus 6.3% of staff and volunteer time is spent on housing issues in Logan Park at any given time.

### **Utility Box Art, Gateway Beautification, Streetscape Enhancements:**

LPNA continues to work on neighborhood gateway beautification and streetscape beautification. The intersection of Broadway Street NE and Central Avenue is in need of painting for both the abutments and the pedestrian stairwell. This intersection is key to four neighborhoods' access in Northeast Minneapolis and is at the crux of two major thoroughfares. The utility boxes on the bridge and elsewhere in Logan Park Neighborhood have been submitted to the Public Arts Board for consideration for polyurethane wraps to prevent graffiti and to improve ascetics. Many residents "Adopt-A-Container" for extra garbage pick-up on the corners near them. Madison Lofts, condo residents, have volunteered to clear litter in the neighborhood by adopting Monroe Street NE from 18<sup>th</sup> Avenue NE to Broadway Street NE as a way of "paying it forward" for the community. LPNA has encouraged residents to take action against litter. We will continue to encourage these extra containers that volunteers must maintain in 2013. LPNA will explore the possibility of putting hanging baskets on our decorative lighting in the neighborhood. Every winter there is a "Lights of Logan" contest. These hanging baskets may become the summer equivalent of the individual efforts so beautifully displayed every dark winter night for the past 20 years. There is one American elm tree that shades the children's play area at Logan Park that the neighborhood inoculates every other year against Dutch elm disease. It is estimated that this American elm is 300 years old. LPNA will continue this effort with CPP funds to keep the playground shaded and to protect one of the few remaining elms in

Logan Park Neighborhood. LPNA will request funds to continue these projects to make the neighborhood a place people want to live in and care about.

**NPP Future Funding and Roll over Funds:**

LPNA knows that the CPP allocation of \$56,810 will not cover all the expenses outlined so far. LPNA received the first CPP funding in October 2011 so there is a pool of unspent funds that can be used for the ethnic film project, translation services, and to help advocate for NPP projects that will be determined by joint neighborhood action. LPNA hopes that the 807 Broadway NE development and ethnic film festival will be discussed along with other NPP ideas amongst the Northeast neighborhoods. The LPNA Board directed the contract staff to initiate planning for this meeting at the April 2012 Board meeting and key stakeholders have been identified for this invitation to do wider, more comprehensive neighborhood plans and projects.

**Budget:**

**CPP July 1, 2012 to 12-31 2013**

|                                        |           |
|----------------------------------------|-----------|
| Professional Services (contractor)     | \$ 27,810 |
| Office Expenses                        | \$ 4,020  |
| Newsletter Mailings & Delivery         | \$ 8,280  |
| Supplies for Neighborhood Events       | \$ 250    |
| Board Training & Volunteer Recognition | \$ 3,000  |
| Ecuadorian EDT Outreach                | \$ 7,000  |
| Events & Cultural Film Project         | \$ 3,000  |
| American Elm Inoculation               | \$ 950    |
| CleanSweep                             | \$ 2,500  |
| Total Funds Requested                  | \$ 56,810 |

**LPNA Overall Budget:**

LPNA funds consist of unexpended CPP plan funds from 2011-2012. The most recent reimbursement was through 2-20-2012 and a balance of 28,610.83 less the 7,500 advance from the City leaves a total amount of \$21,110.82 of funds that are under the first CPP restrictions and budget. Other unexpended NRP I contract funds total \$65,403.00. These funds have clearly defined strategies and uses that the City of Minneapolis has access to via PlanNet, one of which is utility box public art. There is no other budget for LPNA beyond CPP budgeting and NRP I requirements. The Board has chosen to get some training for budgeting in the next year, and once QuickBooks has been implemented a more formal budget will be provided to the City of Minneapolis by September 1<sup>st</sup> 2012.