

COMMUNITY PARTICIPATION PROGRAM
2012-13 Application

CONTACT INFORMATION:

Organization Name:	Marcy-Holmes Neighborhood Association (MHNA)
Address:	500 8 th Ave. SE Minneapolis, MN 55414
Website url:	www.marcy-holmes.org
Organization email:	office@marcy-holmes.org
Federal EIN:	41-1615722
Board Contact:	Name: Douglas Carlson
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I ELIGIBILITY –

MHNA is the officially recognized neighborhood organization for the Marcy-Holmes neighborhood, as identified by the most current Minneapolis Communities and Neighborhoods Map. We provide for the participation of all segments of the neighborhood and membership in the organization is open to all residents of our geographically defined neighborhood. We do not charge dues or require attendance at a certain number of meetings before voting rights are conferred. MHNA holds regular open meetings in accessible locations and take positive steps to encourage all interested parties to attend and participate.

MHNA is a 501 (c) 3 nonprofit corporation and we have adopted by-laws and a grievance policy. Our board is elected annually by our members and the majority of our board are residents. We also have appointed seats for representatives of neighborhood institutions and organizations. We work with a bookkeeper and we are current on our CPP financial reports. Our members are residents but our meetings are open to the public and our agendas are widely publicized to all segments of the community, both directly (mail or email notices) and via our website. Our official records (including financial reports, approved minutes) are available for review at our office.

II COMMUNITY PARTICIPATION Plan for 2012-13

Proposed outreach activity – MHNA will continue to hold regularly scheduled board, general membership and committee meetings. Notices of meetings will be posted on MHNA website and sent directly via email or mail to members and other interested parties. We also take extra steps to notify affected neighbors about impending development proposals and we collaborate and communicate with adjacent neighborhood organizations.

In 2011-12 we held a number of focus groups to hear from people who do not necessarily attend meetings. These sessions helped inform our work plan, especially in terms of strengthening neighborhood identity (*some people thought they lived in NE*), increasing awareness of area amenities to those not born here (*some international students did not know the public library is open to them*) and to those with disabilities (*offered neighborhood tours in audio format as well as visual*). We plan to continue the focus groups in 2012 -13 to glean ideas, perceptions, and points of view.

We will continue our work to update our Master Plan, which is now almost 10 years old. We will hire a consultant to organize open meetings on chapter topics (Housing, Safety, Public Realm, etc) and work to make the plan more positive and relevant to our changing neighborhood. We will work with city staff to ensure we include relevant city policies and plans. We will conduct a final public meeting and collect comments, revise and approve before submitting to the City for adoption. These two efforts (plan update process and focus groups) will ensure that we hear from underrepresented groups as we move to establish long-term goals and neighborhood priorities.

We will continue to hold events that have wide appeal. In late June 2012 we are holding a Frolf (Frisbee golf) tournament with a history twist. In the spring of 2013 we are having a Community Carillon festival, with neighborhood professional composers and student composers collaborating on original music to be publicly presented on carillon bells at a church. The event will also feature neighborhood resident musicians performing and a picnic. (We received a grant from the Good Neighbor Fund to help pay for this.) We will continue our annual Welcome Students campaign of signs and door-knocking in the fall.

Our newly designed website offers much opportunity to connect – including a Community Exchange page for posting yard sales, artists performances, hobby groups; a photo gallery to post neighborhood photos; - and inform (maps & tours, how to get involved, news & events see www.marcy-holmes.org)

We will step up our efforts in an awareness campaign to encourage people to visit and explore our neighborhood, and at the same time, promote the neighborhood association. We plan to use the new kiosk map (attached) we just produced in new ways – postcards that we will make available at nearby hotels, businesses, multifamily residential buildings, events, museums and schools. We plan a kickoff event where we will hand out postcards to people coming to the neighborhood. We will explore other ways to use this artwork- placemats in restaurants here? We will use the art in welcoming new residents (Welcome Students campaign and in new residential buildings) and visitors.

Identifying and acting on neighborhood priorities – The above-mentioned meetings, focus groups and Master Plan updating will all contribute to identifying neighborhood priorities. We recently created a spreadsheet of collected comments received so far, which will also be added to the mix. In a sense, we already have a neighborhood priority plan (our Master Plan) but we expect the master plan updating process to be completed within one year. The updated Master Plan will require community stakeholder approval. We will post it on our website in advance of community meetings. Some priorities in the master plan will be longer term; but by including a work plan with a timetable, the plan will demonstrate more immediate priorities and potential partners.

Impacting City decisions and priorities – *This will start with our committees:*

MHNA's Land Use committee is very active and will continue reviewing development projects and sending MHNA decisions to city planning. We will also continue to regularly discuss and comment upon proposed changes to the city's zoning code or any other city policy that is relevant. We will work to get city approval of the updated master plan so it is referenced when the city makes decisions about our neighborhood. All committee agendas are posted on our website. In the case of land use/zoning items, we make an extra effort to contact impacted neighbors, whether they are MHNA members or not. This will continue as long as our neighborhood has land to develop.

MHNA's Safety & Livability committee will continue its close contact with the Second Precinct in reporting crime trends and suspicious activities. We will continue our involvement with the University District Alliance's Livability committee and SE Strategic Compliance task force to improve neighborhood quality of life. The Safety & Livability committee will also work with the city to increase transportation options, with a particular emphasis on bicycle routes and safety.

MHNA's Student Affairs committee will seek ways to get more students involved in the MHNA and find areas of common ground that students, longer term residents and the city can collaborate on to make this a better neighborhood for all.

Next will be through our communications network:

MHNA will also help find people who are willing to serve on city boards, commissions and committees through its regular communication channels. We will continue to regularly promote public hearings via our mailings and website to ensure that we are represented at important city meetings. We will stay in contact with our council member; currently she attends both our board and general membership meetings.

Efforts to increase involvement

MHNA's Welcome Students campaign, in cooperation with the U and City, includes door knocking and delivering a bag of information that includes an introduction to MHNA – our mission, contact info, meetings schedule, and how to join. We will do this again in the fall at move-in time. When a new residential building is complete, we contact the management and individual tenants, as much as possible, with a similar flyer. We'll continue these activities and this year we have the fun postcard/kiosk map to include in our welcoming materials.

As mentioned earlier, our newly redesigned website contains many ways people can get involved – by their posting directly (for ex, photos or via the community exchange page), by seeing volunteer activities available and by checking upcoming meetings and events. We will be holding several events that will bring in new faces and hopefully lead to deeper involvement. Our “off site” gatherings and tours are a way to appeal to people who don't like meetings.

Additionally:

We are hiring an additional part time staff member to assist in our efforts to increase

involvement and membership. We are pleased that several new people have agreed to run for our board of directors this year and we will seek to fill all remaining appointed seats. We are moving our office this summer and will work with the building owners to have more visible signage and awareness of our organization. We also plan to advertise regularly in the new print University District edition of the TC Daily Planet, which will be free and available at local coffee houses. MN Daily ads will be included in our Master Plan Updating outreach- we no longer have our old neighborhood newspaper here. We will continue to cooperate with the Neighborhood Student Liaisons to involve more students in our organization's activities.

Building organizational capacity-

As mentioned previously, MHNA holds regular meetings and events for members and other community members and we seek new members and involvement by holding fun events, mounting awareness campaigns and advertising. While some new leadership is often an outcome of self-interest (i.e. a new development is seen as a undesirable so person complaining comes to a meeting to express this and eventually becomes more involved with other issues), we see as our neighborhood becomes more popular (and populated) that people are interested in promoting this as a good place to work, live and visit. It's nice to have people engaged in more positive, pro-active work and we are exploring ways that marketing and beautification (via arts and gardens) can be used to bring in new leadership. Self- assessment is ingrained in our focus group activities via questions like " What was your impression of the neighborhood before you moved here and has it changed? And "What can we do together to make this a better neighborhood?"

Building neighborhood relationships-

One of our biggest challenges is to make newcomers aware that they are in the Marcy-Holmes neighborhood of southeast Minneapolis. While the city has put up a roadblock to new signage, we will continue to spread the word via our kiosk/postcard marketing campaign.

Due to geography, our neighborhood can be viewed as three separate districts – east side of 35W, west side and the riverfront. By conducting tours we plan to help people appreciate the unique place we call home- whether they are history tours or tours that explore "secret" places not generally available to the public. By getting to know the neighborhood, we get to know the neighbors.

MHNA will continue its work with the University District Alliance; Marcy Open School; SE Mpls Council on Learning; SE Seniors; nearby NE neighborhoods (such as Superior Plating task force); the U of MN: Stadium Area Advisory Group; and our two local business groups. We are fortunate to have on our board a pastor who has become very active and that, combined with our office move to a church, will build a greater connection to at least two congregations in the neighborhood. A third church, whose building was razed, will be returning in a new building soon and that is another opportunity for communication and collaboration. And even though we don't all live on its immediate banks, most people here take advantage of and take pride in the Mississippi River. Central Riverfront planning,

including plans for Father Hennepin Bluffs Park, beginning this summer will bring together many diverse factions to work on a common goal.

Involvement of under-engaged stakeholders -

Because much of the population turns over every nine months, and most don't think of this area as their home nor identify it as a particular neighborhood other than "the Dinkytown area," we do not get as much participation from students as we would like. The University's Neighborhood Student Liaison program has been very useful and student involvement is increasing. We have also revived our Student Affairs committee, with the appointed rep from MSA (MN Student Assoc) who sits on our board as the committee chair.

Another group of stakeholders that is not as active in our community participation efforts are absentee landlords, some of whom consider neighborhood associations as adversaries. However, when they come before our land use committee or our board with ideas for renovating or improving their properties, we work with them both informally and formally and find getting to know each other and establishing collegial relationships helps a great deal. Our Master Plan also helps and we believe updating it with them as participants in our public meetings will also improve relationships. The chair of UDA's Livability Committee, which we participate in, is a landlord and the MHNA Board has always had several landlords filling seats. In fact, our current president, vice president and secretary are all neighborhood landlords.

Our new website has a form where anyone can join our mailing list. We hope that will increase awareness and eventually, more involvement as well. At some point, the translation services of the NCR may be useful in informing international students or other non English speakers, in their native languages.

Housing Activities -

Our Land Use committee and UDA Housing Committee activities will continue in 2012 -13. We are also joining other neighborhoods in creating a Conservation District so that the original housing stock and commercial structures that make Marcy-Holmes unique will survive the development frenzy now upon us. Housing will also occupy a big chapter in our Master Plan update. We will continue to promote our CEE housing fix up loan program and promotion of the livenearyourwork.net website. At least 50% of our time will be spent on housing.

Unused Funds-

While we don't have an exact figure as to a balance of CPP funds at the end of June 2012, we have created a draft budget that shows there could be as much as \$10,800 carryover from 2011-12 and we are setting aside from the 2012-13 CPP allocation \$14,000. Our plan at this time is to augment those sums with approximately \$15,000 from money MHNA has raised on its own to be used toward the priorities identified in the Neighborhood Priority Plan. These numbers may have to be adjusted when we get the end of June figures from

our accountant later this summer. (Note that since we re-designed our website, we no longer have a need for a webmaster to post items – we can do it in-house. Another budget minded expense is the very low rent we will be charged in our new office space.)

Attachments:

2012-13 budget

Current by-laws

This application approved by the MHNA Board on June 14, 2012.

CPP Budget

Personnel	
Director	53,000
Addl staff	10,500
Benefits	4860
Professional Service	
bookkeeper	5500
other (legal, etc.)	
Occupancy	
webmaster	
rent	3600
office equipment	2250
phone dsl	2070
email host	1000
office furniture	
Communications,outreach	
advertising	750
postage	500
printing	4000
web design	
misc marketing	4000
MPUC	5000
Supplies, materials	
office supplies & materials	700
Festivals, events	
advertising	580
events	1400
postage	500
printing	500
Development	
contract services	5000
partnership promotion	500
Fund raising	
postage	650
printing	500
Other services	
Insurance,	1000
Workers comp	2000
reserved Neighborhood Priority Plan	14,000
TOTAL	124,360