
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:	St Anthony East Neighborhood Association
Address:	909 Main St NE
Website url:	www.saenaminneapolis.wordpress.com
Organization email:	Saena3@gmail.com
Federal EIN:	41-1225148
Board Contact:	Name: Jeremy Wieland
Staff Contact:	Name: Sean O'Neil Phone: 612-331-6514 Email: saena3@gmail.com Address: 909 Main St NE

Who should be the primary contact for this submission? Sean O'Neil_____

Date of Board review and approval: __7/23/2012_____

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.
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?

Public Meetings

SAENA gains input on neighborhood priorities and learns how residents want to see the neighborhood develop through our community meetings, board meetings, and neighborhood master plan meetings. All meetings are widely advertised and open to the public. We share pertinent information on SAENA's activities, community events, City development, and other news that impacts the neighborhood. Through these meetings we learn about residents' priorities regarding housing issues, park use, future Webster School plans, infrastructure developments, business development and more.

Events

SAENA holds the annual Plant Give Away and Ice Cream Social events that allow neighbors to get to know one another and build community. We also hold weekly neighborhood walks and will hold an event this summer to welcome the new residents of the Third Avenue Townhomes built by Habitat for Humanity. We gather residents' contact information and distribute information about SAENA at these events to build connections with more residents. Building relationships with neighbors is a foundation for involving residents in neighborhood priority issues.

Neighborhood-wide Survey for Master Plan

SAENA is conducting a small area neighborhood master plan to identify a neighborhood vision and establish strategies for medium to long-term development and land use in St Anthony East. We were approved for the Nelson Program Grant through CURA to hire a student researcher who will help us develop and implement a neighborhood-wide survey. We will survey residents, business owners and property managers to gain a fuller understanding of who our residents and stakeholders are, how they interact with the neighborhood, and how they want to see the neighborhood develop or be preserved. Further, the master plan committee will conduct focus group meetings and other direct outreach to supplement the survey.

Door-to-door canvassing

We will conduct door-to-door outreach as needed. Last year, we asked residents who live near the Webster School building to provide their input on how they want to see the building used once the current administrative offices are relocated to North Minneapolis. The residents strongly desired the building to be used for early childhood or elementary education. This input was brought to the Minneapolis Public Schools Board to inform their decision on future use of the building. Similar outreach will be used for other issues relevant to the community.

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.

Direct Involvement

When we solicit input on key neighborhood issues we encourage those residents to stay involved in the issue and participate in any way they can. Members can participate at community meetings, become committee members, or run for board election. Residents can participate by volunteering at our neighborhood events and neighborhood walks. We also encourage and support block club leadership and promote National Night Out.

Volunteer Base

We use our meetings, events, and walks to build our email database and encourage them to stay connected to SAENA. Our neighborhood walks are used to meet residents who are out-and-about in the neighborhood, and we invite them to upcoming meetings or events. Volunteers are essential to our community activities and help bring neighbors together.

Organizational Capacity

SAENA will continue to use the NCR and CURA as resources to provide input on organizational issues and support our activities. CURA awarded SAENA with the Nelson Program Community Research grant that will provide us with a student researcher to assist our neighborhood master plan. We will also hire a consulting firm to assist our planning efforts. Further, we will use our NCR Neighborhood Support Specialist and Access and Outreach Specialists to provide advice and oversight in our activities. SAENA may also contract with an accountant to help manage financial activity.

Recruitment

SAENA promotes its board elections and committee openings through postcards, newsletters, website, emails, and the Northeaster. We will invite business owners, people

who have previously attended meetings and neighborhood walks, property managers, block club leaders, and other stakeholders to get involved in SAENA.

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.

Neighborhood Identity and Building Bridges

SAENA strengthens neighborhood pride and identity through its events, neighborhood walks, National Night Out, and community meetings. The small area master plan will go even further to develop neighborhood identity by determining a vision for the future of St Anthony East based on the community's input. We will build bridges among diverse groups of neighbors by bringing people together on common issues and interests. (Please see response to Question #5 for details)

Partnerships and Collaborating with other Neighborhoods

In the past year, SAENA built and strengthened partnerships with Clare Housing, the Moose on Monroe, Children's Dental Clinic, Habitat for Humanity, Teamster Manor, Durkee Atwood Lofts, MPHA Spring Manor Apartments, and Webster School. We will continue to build partnerships with these stakeholders and reach out to other neighborhood stakeholders in the coming year.

SAENA will involve the Beltrami, St Anthony West, Marcy Holmes, NE Park, and Logan Park in its small area master plan when appropriate (i.e. plans for shared corridors). The Minneapolis Public Schools building at 807 Broadway Ave, the Broadway Avenue corridor, and Central Avenue development are potential areas of partnership with other neighborhoods. SAENA will increase communication with adjacent neighborhoods to determine potential joint Neighborhood Priority Plans.

Public-Private Partnerships

SAENA board members and staff are active participants in various meetings and events held by other organizations. SAENA participates in the 3rd Ward C.A.R.E Meetings, the 2nd Precinct Advisory Council, Northeast Network Meetings, and 3rd Ward Neighborhoodfest. These meetings and events allow SAENA to make connections with other public and community groups and businesses. SAENA will work with CPED, the NCR, and CURA for master plan. Coordinate with the Minneapolis Public School board regarding future use of Webster School.

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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.

SAENA encourages all residents and stakeholders to participate in neighborhood activities. We will take extra measures to engage groups that traditionally have not been as involved in the organization. Groups that we will work to involve include but are not limited to: renters, Latino residents, African American residents, East African (particularly Somali) residents, youth, seniors, landlords, students, businesses, property managers, and town-home or condo owners.

The foundation of increasing involvement from under-represented groups is to build relationships with them and involve them in the activities of the organization. The Ice Cream Social, Plant Give Away, neighborhood walks, and other events allow neighbors to connect with one another and build social capital. We will also hold a special event this summer to celebrate the completion of the Third Avenue Townhomes and welcome the new residents to the neighborhood. The event will take place in the common space between the Third Ave Townhomes, Clare Housing apartments, and Spring Manor Apartments. The event will allow us to get to know renters and new residents better.

Further, we will encourage additional bilingual SAENA board and committee members and volunteers to help us overcome language barriers. Coordinating with NE Senior Services and NE Meals on Wheels will help us make connections with more senior residents. Last, our neighborhood-wide survey will help us get input from a diverse set of residents and stakeholders. All these activities will help SAENA learn what issues are important to members of our community. We will coordinate with the NCR's Access & Outreach Specialists and CURA to gain consultation on outreach efforts, help with language translation, and identify leaders in under-represented groups.

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.

Housing is a primary issue in St Anthony East. The neighborhood is predominantly residential and SAENA's activities are largely centered on housing issues. The neighborhood is particularly concerned with home rehabilitation and foreclosure prevention. SAENA recently made changes to its two home improvement loan programs and updated its website to include a page that acts as a hub for housing resources. We are in the midst of a marketing campaign to promote our new home improvement loan programs that will

ensure each property owner is aware of the resources available to them. We are using multiple postcards, newsletters, fliers, and email blasts to inform the neighborhood of these resources. Further, SAENA is coordinating with Occupy Homes MN to disseminate information on foreclosure prevention resources.

Housing issues will be a major focus of neighborhood master plan. The master plan steering committee and SAENA staff will spend a significant amount of time researching the neighborhood's housing stock and getting resident input on housing development.

We estimate that no less than 50 – 70 % of all SAENA's time and resources are directed toward housing related issues.

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.

SAENA will continue to use its 2011 contract funds to increase capacity in communications and neighborhood outreach. These funds will pay for quarterly newsletters, postcards promoting each community meeting and special events, part-time staff, office expenses, promotional materials, and neighborhood events. All food expenses will be paid for through funds that SAENA receives from Clear Channel for a billboard on SAENA-owned property. Our programs and projects can be successful only if we effectively reach out to our community members, gauging neighborhood priorities and involving them in the development of the neighborhood.

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	\$22,500
Professional Services	\$300
Occupancy	\$1,800
Communications/Outreach	\$10,000
Supplies and Materials	\$1,250
Festivals and events	\$3,000
Neighborhood Priorities	\$23,409
TOTAL:	\$62,259

Notes:

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- Staff expenses should include payroll, FICA, and withholding, or contract staff.
 - Employee benefits should include any health insurance, retirement, or other benefits.
 - Professional services should include the cost of temporary contractors, bookkeepers, accountants, etc.
 - Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.
 - Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
 - Supplies and materials should include office supplies as well as expenses for supplies related to ongoing programs such as block patrols, etc.
 - Festivals and events can include any costs related to community events and festivals. Food is not an eligible expense.
 - Development expenses could include costs related to training, education, recognition, or orientation for board, staff and volunteers.
 - Fundraising could include any costs related to fundraising for your organization (hiring of consultants, costs of materials, postage, events, etc).
 - Neighborhood Priorities: at this point you do not need to know what the priorities are. Just indicate what the organization would like to set aside at this time for future priorities.