



Community Participation Program 2013 Annual Report

Neighborhood Organization: Standish Ericsson Neighborhood Association

Contact person: Shirley Yeoman

Date of Board Approval: May 12, 2014

1. Stakeholder Involvement

Reviewing your CPP activities in 2013, Please provide information about:

- What outreach and engagement activities did you carry out in 2013?
 - The 11th Annual Standish, Ericsson & Corcoran Garage Sale
 - 3rd Annual “What’s the Big Idea?” contest at annual meeting
 - 2nd Annual Holiday Tree Lighting Ceremony
 - Continued support for the West of the Rail Business Association

- How did you reach out to and involve under-represented communities in 2013?
 - We continued to produce our award-winning newsletter, *SENA News*
 - We continue to utilize our website, www.standish-ericsson.org
 - Our Facebook page and Twitter accounts continue to grow
 - We have added the addresses of all apartments in two housing developments to our newsletter mailing list, to ensure that all residents receive the newsletter. We also hand deliver copies of the newsletter to a third site, a senior assisted living complex.

- Did you find any strategies to be particularly successful? Why?
 - We believe the *SENA News* continues to be our most effective communication and identity-building tool
 - *SENA News* articles are quite often picked up by tcdailyplanet.com, an online news source for many neighborhood people.
 - We are very pleased with the growth of our Facebook & Twitter accounts and believe they will be helpful in reaching people who rely on those services for acquiring information
 - We continue to build positive relationships with rental unit management, making contact with these residents much more accessible.
 - We are finding our “What’s the Big Idea?” contest, in conjunction with our annual meeting, to be a fun and productive way to solicit ideas directly from neighborhood residents.

- What did not work so well? Why?
None
- How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?
Approximately 570
- How many individuals volunteered in organization activities?
Approximately 60
- How many individuals participated in your organization's activities?
Approximately 850
- How many people receive your print publications?
The SENA News is produced bi-monthly – so six issues per year. It is mailed directly to every address in our neighborhoods as well as an additional list of 100, approximately 4600. The goal is that all 10,000 residents will receive the newsletter.
- How many people receive your electronic communications?
Our electronic communications are primarily conducted through our Facebook page and Twitter account. We have over 400 followers in each of those mediums. We also take advantage of the e-democracy Standish Ericsson Neighbors forum. This forum is very active in our neighborhoods, with approximately 1300 members, and is a very effective communication tool.

2. 2013 Highlights

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

The Big Idea



At our 2013 Annual Meeting we sponsored our “What’s the Big Idea?” contest for the third year. Residents were invited to bring their proposal for a neighborhood project which they presented to the attendees. Those in attendance chose the winning idea. This has been an effective way to get ideas directly from the neighborhood, along with the volunteers who are willing to make the project a reality.

This year’s winner was the Hiawatha Skiclubb which worked to get the Hiawatha Golf Course Club House open on Sundays so the ski trails would be more accessible for young children who are interested in learning to ski.



Attendees at our Annual Meeting got a nice surprise when it was announced that an anonymous donor had pledged an additional \$1,000 for an environmentally related project if there were any presented that were not the big winner. There were two projects relating to water quality at Lake Hiawatha, so the SENA Board asked the two projects to work together to develop a joint program. That work is still in process.



Another exciting development for our Big Idea was the return of last year’s winner – the Holiday Tree Lighting Ceremony. Last year’s volunteers were back to coordinate the event again. In spite of the fact that the temperature was beyond frigid, we had a great turnout and a successful event.

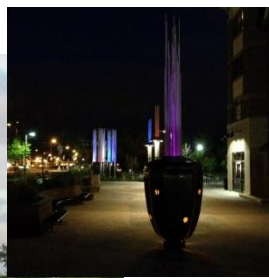
Chili Cook-off



SENA's first-ever chili cook-off was held on October 12 at Sibley Park. Approximately 60 people attended and were fed by 9 volunteer chefs from the neighborhood. Local businesses supplied bread, root beer and nine gift cards to award all the chefs who entered the cook-off. Held during campaign season, the event was visited by candidates and office holders from the Minnesota House of Representatives, Hennepin County, Minneapolis Mayor, Minneapolis City Council, and Minneapolis Park Board. This was a free event that engaged many folks who haven't participated in other SENa events. In addition to being a great gathering, the event resulted in the recruitment of a new board member as well. SENa intends to make this an annual event.

Public Art

SENA was very pleased to support two public art projects in our neighborhoods. The first was a utility box project, which was supported by funds remaining in an NRP Phase II Strategy. Local artists competed for the opportunity to display their art to the neighborhood with graffiti-prone utility boxes as their canvas. Five artists were selected and their art is now visible throughout the neighborhood.



The second project, "Luminous", is located on the plaza at Oaks Station Place (at the 46th Street LRT Station). This project was funded by a grant from the city of Minneapolis Art in Public Places program. "Luminous" was dedicated on October 19, 2013. "Luminous is a neighborhood landmark inspired by the history of the surrounding granaries."

SENA was very pleased to play an essential role in bringing this project to our neighborhood.

Candidates Forum

SENA partnered with the Nokomis East Neighborhood Association and the League of Women Voters to host a 12th Ward City Council Candidates forum on April 11, 2013. The event was held at the Roosevelt High School Media Center which was packed full. Every chair was used and a few people had to stand. Over 200 people attended to hear from the candidates who were seeking election to represent our Ward on the Minneapolis City Council.

West of the Rail Business Association



WEST OF THE RAIL
BUSINESS ASSOCIATION

The West of the Rail Business Association now has 56 members. The WRBA continues to be active and work to support and sustain our local businesses.

Although some of the highlights mentioned here were not funded by our CPP funds, it is important that we mention them. They are things that would not have been available to our neighborhoods if SENA wasn't here to make them happen.

3. **2013 Accomplishments**

Please provide information about your other accomplishments in 2013:

One of our major accomplishments for 2013 has been the continued growth of the West of the Rail Business Association. Although the WRBA received funding from other sources, it is a SENA project and would not be able to continue without direct support from SENA.

We tried a new approach in recruiting new Board members this year. About two months prior to our annual meeting we hosted a reception for potential Board members. The event was held on the patio at Citizen Café and was advertised as an “invitation-only” event. It was also advertised that anyone could receive an invitation if they wanted. Current Board members were also given invitations with the instructions that they were to invite as many people as they wanted to invite. Current Board members and potential members had a chance to interact informally and talk about the work of the Board and the organization. This turned out to be a very successful event. Several of our new Board members attended this event.

At our Annual Meeting in November six new Board members were elected to serve on the SENA Board of Directors. This is the largest number of new seats in recent history.

On March 8th, the SENA Board members gave up a Saturday to spend several hours with consultant Jonathan Bucki of the Dendros Group. We analyzed, brainstormed and then committed to action to move the work of the organization forward.



4. *Housing*

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

15%

5. *Financial Reports*

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

See separate page.

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?

There were no interactions with City departments that occupied a major part of our time. We worked quite a bit with the contract manager for our Great Streets Business Support grant. Working directly with that contract manager works well. If there were a way to shorten the time it takes to get the contract ready that would be helpful.

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?

It's unclear what is expected of the neighborhood group in soliciting community input for variances, other land-use applications, and other notices from the City. It seems like there is little interest in getting community input in these situations. While the city ordinance requires the notification of neighborhood groups and surrounding properties, it seems like the information supplied could be more robust (more than a 1-page notice).

There is still no clear definition of the NPP plan, what is expected from the neighborhood group in developing it, or the rationale for why we even do them. This would be helpful before we as an organization spend time and resources to prepare and submit them to the NCR.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? 2

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.

Public Works projects are usually not very well communicated to the neighborhood group or neighbors. Last summer, we had to consistently contact the City, including the Public Works project manager to get current information about a resurfacing street project on 28th Avenue and the reasons for month-long delays that have now spilled over into the 2014 construction season. We used other channels than the project manager to get

the information we needed such as contacting the City Council Member's office.

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? 3

4. *City Departments*

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

There are many ways City departments can improve the way in which they function in the Standish and Ericsson neighborhoods. However, this report is to be quick and only a few paragraphs long, so this response will also be short. Our staff and board member would like to engage with the City on a more in-depth and authentic conversation in the future.

We would like better cooperation from the Police Department with Block Club Leaders information. For a number of years we have sought the names of residents who are signing up for block club leaders training but have been unable to get that information. While we understand this information may be sensitive, there needs to be transparency with neighborhood groups from the City in this regard so both the Police Department and SENA can benefit from shared information. We field a lot of calls and emails from residents about safety concerns and we would like to have a robust block club leader group we can draw on to assist residents.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the way in which City departments function in your neighborhood? 3

5. *City Assistance*

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

We need the NCR to advocate for neighborhood groups at City Hall and to help us obtain an equitable and steady funding source.

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? 1

6. *Other comments?*