

Community Participation Program 2014 Annual Report

Neighborhood Organization: Midtown Phillips Neighborhood Association, Inc.

Contact person:

Evan Hall, President

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1. Stakeholder Involvement

Reviewing your CPP activities in 2014, Please provide information about:

· What outreach and engagement activities did you carry out in 2014?

A. We expanded our board. We proposed that the neighborhood create six (6) Districts.

Each District would select their own Representative to the Board. This was proposed and passed at the Annual Meeting in February 2014.

B. We formed a Partnership with In the Heart of the Beast Puppet & Mask Theatre and St. Paul's Lutheran Church to work on an 'Organizing through the Arts' Project with neighborhood youth.

C. We structured a Partnership with the Alley Newspaper to distribute Neighborhood News to be integrated into the monthly publication and be available to all Midtown Phillips residents.

D. We held ten (10) monthly Community Meetings covering topics of: Community Engagement planning, Phillips Community Pool, Neighborhood Safety Meeting, Resurfacing and dedicated bike lanes for 26th & 28th street, a variety of proposed developments for the neighborhood, discussion & development for the Banyan Community partnership, discussion & development of the Heart of the Beast/St. Paul's proposal, discussion & promotion of community events. Attendance ranged from 10 to 75 per meeting depending upon the agenda items.

E. Councilmember Cano and city staff held planning meetings on 26th & 28th street during the summer of 2014 to include discussion/brainstorming/input on the funded resurfacing project, proposed dedicated bike lanes as approved in the Minneapolis Bike Master Plan, and ideas for Traffic Calming & Public Realm Improvements.

F. Thanks to Park Commissioner Vreeland, Stewart Park was included in 2014 with the MPRB Earth Day Clean Ups & Festivities.
35 volunteers at this Event.

G. The Midtown Phillips Festival, as Associated Aquatennial event was held in July 2014. There was a planning Team of 10. There were 22 volunteers day of the Event. We anticipate 300-350 in attendance.

Midtown neighbors who are performing artists by vocation were hired to entertain the community. Food vendors were also from the neighborhood. The sound system and technician was a neighborhood resident. We intentionally worked to support our local economy through intentional choices made by the Event planning team.

There were two stages, a main stage and a children stage. Games for children were organized by blocks clubs and our cultural communities. Pony rides and Inflatable jumpers were rented thanks to generous contributions of Phillips Partnership and Project for Pride in Living.

Last, we organized a Information/Resource Fair which promoted projects, showcased projects, recruited neighborhood participation and provided interactive displays. We had thirty two (32) organizations participating in this Resource Fair. Midtown Phillips sponsored a neighborhood organization table

and surveyed attendees on neighborhood issues and ideas. A video is available on YouTube at 'Midtown Phillips Festival 2014'.

H. National Night Out Block Events - We partnered with the Banyan Community to expand outreach and the number of Events.

This Partnership is described below.

I. Phillips Clean Sweep began as a Project of the federal Weed & Seed Initiative in 2002. All four (4) Phillips Neighborhoods collaborate on this project in partnership with the City of Minneapolis Solid Waste & Recycling Department, Mad Dads, MPRB/Stewart Park. This is a \$8-\$10,000 event. The planning team raises \$6,500 from local businesses and organizations and another \$2-3,500 for donations of food, supplies, beverages. Volunteers meet at two sites to register, get supplies and have breakfast donated by Abbott Hospital. Litter is picked up throughout the neighborhood during the morning by Volunteers. Following litter pick up there is a lunch where all gather sponsored by Bethlehem Baptist Church, Mad Dads, Banyan Community, & MPRB.

Throughout the day, the neighborhoods hire 6 garbage trucks to pick up household debris and construction items, tires, and metal. Residents are notified door to door and in The Alley Newspaper of this event. Furniture, Household Construction items, Tires are picked up at no charge to residents. 12 tons of trash was picked up.

This Event also includes booths showcasing Environmental initiatives in the city and the neighborhood. We also involve both Minneapolis police and Park police to continue to build police/community relationships. This year resource booths featured Waite House Environmental project, City of Minneapolis Solid Waste & Recycling, Hennepin County Environmental services and the Environmental Justice Project.

Last year we had 750 volunteers across the four (4) Phillips Neighborhoods, Banyan Community Youth Group, Wells Fargo Green Team Volunteers, and Mad Dads.

A video was created and is available on You Tube - 'Phillips Clean Sweep 2014'.

· How did you reach out to and involve under-represented communities in 2014?

- A. People in Midtown Phillips work on Issues, Projects, and Events together. Unless people are asked, no one knows whether a participant is a renter or an owner. We all work together at the block level and at the Community Issues level.
- B. We started out the year with several boardmembers from the Latino community. Interpreters for Board Orientation and meetings were available for each meeting. Several Boardmembers came from leadership initiatives provided by Waite House. One by one these members dropped out. Together with Banyan Foundation and personal outreach we found out the following reasons: Family issues & priorities, One person owned two businesses, two members wanted to participate in Issue Organizing and Events vs being on a Board. Two members were surprised by the level of administrative issues a board dealt with. Two were non English speaking and found participating at the Board level was difficult. Contracts were in English, hard to be liable for items you can't read and not in a language familiar to you.
- C. We continue to build relationship and have conversation with our neighborhood Mosque. They had a leadership change this year, so are building new relationships and hope to have greater involvement with the Somali community. At the February 2015 Annual meeting for Midtown Phillips Neighborhood Improvement Association, Inc., one Somali business and one Somali neighbor were elected to the Board.
- D. Through our Events, particularly Phillips Clean Sweep and the Midtown Phillips Festival we have family involvement through block clubs and youth involvement through our partnership with youth organizations, cultural organizations, and Faith based Organizations.

- Did you find any strategies to be particularly successful? Why?
Events are an open, fun, non threatening way for neighbors to be involved

- What did not work so well? Why?
We continue to build our capacity and recruit volunteers so that we will be able to form a Housing committee in 2015 and possibly add a project to do Public Art on Utility Boxes.

- How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?
These counts are identified per activity descriptions above.

- How many individuals volunteered in organization activities?
These counts are identified above.
10 - Board members
10-75 people at monthly community meetings
125 at the February 2015 Annual Meeting
35 at Earth Day
400 for Midtown Phillips Festival including Volunteers and Entertainers, as well as Attendees
750 participated with Phillips Clean Sweep
No count available for National Nite out parties.

- How many individuals participated in your organization's activities?
See above

- How many people receive your print publications?
The Alley Newspaper is available to all households. It is also placed in stacks at neighborhood businesses and organizations. MPNAI's information is regularly placed in this publication.
In 2013 we did a monthly newsletter. In 2014 we let that lapse. We hope to pick this back up once we hire staff.

- How many people receive your electronic communications?
There are several email mailing lists we utilize to distribute information:
MPNAI has an email list
There is still a Weed & Seed email list
Many Block clubs have a communications network
We flyer door to door with translation for events and particular hot button issues coming to the monthly Community Meetings.
Banyan community has a block club distribution list
For the Safety Meeting we asked CCP/Safe to post the community meeting through their block leader email list.
It is estimated that information gets out to 45 block clubs. It is unknown at this time how many households this reaches. It depends upon each block club's network.

2. 2014 Highlights

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

- What was the issue or opportunity the neighborhood was facing?
Neighborhood Safety Issues
- Who was impacted?
Everyone in the Neighborhood
- What steps did you take to address the issue or opportunity?
A Community Meeting was organized and the neighborhood blocks flyered. Minneapolis Police Department, Hennepin County Probation - Juvenile/Adult, Hennepin County Attorney's office, 3rd

Precinct Community Prosecutor, Midtown Safety Center, Andersen School, NCR Specialist, Stewart Park and several youth organizations.

The meeting was facilitated - 5 groups were formed, issues were identified and suggested solutions brainstormed.

· What was the outcome?

The CEPRO site was identified as a Nuisance property. A workgroup was formed and goals set to develop short term and long term maintenance, programming, and ownership for the site. This work will continue through 2015.

Safety concerns regarding Stewart Park were expressed by the School. Park police followed up with a patrol strategy, working with the school and the park.

One group proposed that they were going to work as a District and pursue replication of Weed & Seed strategy.

Minneapolis Police Department identified hot spot patrol areas along Lake Street due to concerns raised about prostitution and drug dealing which had once again taken over Lake Street.

Minneapolis Police Department agreed to coordinate and share information with the Midtown Global Market safety committee regarding safety issues raised on the southside of the Midtown Exchange.

3. 2014 Accomplishments

Please provide information about your other accomplishments in 2014:

· What were your organization's major accomplishments?

A. We hired an Organizational Consultant to organize, file an office space for MPNAI donated by Allina. The Consultant also assisted with the hiring process for a PT staff, provide Orientation for the new staff once hired and Board Orientation training.

B. We searched for a non profit partner to work with us on staffing. We selected PPL and they agreed to enter into an Agreement with MPNAI to employ, supervise and house our selected staff. With that we began a hiring process. Over sixty (60) applicants. Telephone interviews were held which resulted in two (2) face to face interviews.

A part time staff person was hired the week of March 10, 2015.

C. We were able to hire an Accountant, get all monthly reconciliations completed for 2013 and 2014, produce complete year end reports for the 2014 Annual Meeting. We completed, filed, and had accepted IRS 990 Reports for 2011, 2012, and 2013. We completed, filed, and had accepted Annual Reports for the Charities Division of the Attorney Generals office. We registered with the Secretary of State for the 2014 year and are in Good Standing.

D. We had a fabulous volunteer Boardmember who served as Secretary and took/completed all minutes for both the Board meetings and Community meetings. She set and posted agendas for each set of meetings. She put together MPNAI information for The Alley Newsletter and created all Event flyers. John Reede, Latino liason from the Minneapolis Police Department provided translation for both the Latino and Somalian communities.

E. A workgroup has formed to develop a new Organization logo and to revamp the Organization's website. This work continues into 2015.

· How were individuals in your community directly impacted by your work?

Through our partnership with the Banyan Community we are door knocking, building block clubs, and monthly Banyan host block leader gatherings where people can network, share what they are doing on their blocks, and get to know each other. This door to door, block by block community building is the most important thing we can do to strengthen our neighborhood. By knowing who is in the neighborhood, we will discover the assets we have. With that knowledge ideas will bloom and exciting projects begin to form. We are just starting this partnership project.

Events provided an opportunity to share cultures, meet each other and celebrate.

Phillips Clean Sweep allowed residents to clean out their houses and garages and have large items (furniture, tires, refrigerators, stoves, construction material) thrown away at no cost to them.

NRP Housing loan recipients have funding to repair many deferred maintenance needs.

Organizing = Community Building = Relationship Building = Community Pride

4. Housing

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

We are just beginning to form a Housing Committee. We hope to have this up and running mid-2015. Housing issues were brought to the monthly community meetings. MPNAI did host a separate meeting with Greater Metropolitan Housing Corporation to review, discuss, and evaluate Year 1 of our NRP funded Housing Rehab Loan program. Another boardmember has been participating on Phillips Partnership/CEE Sustainability Initiative for neighborhoods along the Greenway. In 2015, organizing will begin on this project within the Midtown Phillips neighborhood.

5. Financial Reports

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

2014 year end close out was emailed to the NCR office in February 2015.

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?

28th & 26th St. Repaving project - one of our Boardmembers worked with Public work staff following three (3) planning sessions that were held in the neighborhood over the 2014 Summer. They presented at a monthly community meeting on the project background, overview of summer meeting process, and future steps and timeline. They came prepared and were very informative.

Solid Waste & Recycling - Phillips Clean Sweep. Department staff were excellent! Helpful, great communicators, problem solvers, creative thinkers! Great staff to work with. Additionally the Sanitation Crew (Garbage people) are Excellent! Clean Sweep has quite a reputation in the Department and with that we have had the same staff request and be assigned to work for the day. They are meeting the community and the community meets them.

Aisha/Ward 9 Policy Aide - Extremely helpful and informative. She responds timely to questions and has excellent follow up and follow thru.

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? No score

2. City Communications – effectiveness

Is the information that you receive from the City understandable and useful?

We seem to not receive electronic posts on written, mailed notices on development and public works issues.

There used to be a city policy for a 45 day review timeline by neighborhoods on city projects impacting them. This past year, we received maybe a ten day notice. Constituents in Midtown Phillips have one, if not two or three jobs. Many families with children who have school, church, and after school activities. In the summer folks take vacations, children go to camps, and visit family. In order to fully participate, and according to the City Council approved Principles of Community Engagement, adequate notification = genuine participation. As a standard all city and park departments should structure their community engagement with the same requirements and expectations set for neighborhoods.

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 - see above

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.
Yes. See above.

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? 2

4. City Departments

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

Believe in, value and support neighborhood input. Look at neighbors as assets that they are to the City vs just a step to get through on the checklist.

If neighbors organize residents to public hearings or to give input on a project, those opinions need to be valued and listened to or they will not be back.

5. City Assistance

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

Prioritize and Value Neighborhoods.

Work on solutions to obstacles neighborhoods face in community engagement like the policy to not allow CPP funds to be expended on musicians and other entertainment. In Midtown, these individuals are assets in our community and Art is how rent is paid and groceries purchased.

In 2011-2013 (extended contract) this was an allowable expense because the funding was then not TIF funding. A suggestion would be to 'swap out' Event funding line item in neighborhood budgets, exchanging the TIF funding with General Operations funding. Not asking for more money, just that a portion of our CPP allocation is funded with alternative funding to TIF so we do not have these limitations and can organize and implement events.

The group General Liability Insurance and D & O Insurance is very valuable and a cost savings to neighborhoods. Thank you. Maybe the next step could be developing a Group Health Insurance policy for neighborhood staff. If you have a one person or PT staff, health coverage is very expensive. This may really help and ensure that neighborhoods are compliant to the Federal Health initiative.

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? OK

6. Other comments?

Again, when NCR plans the Annual conference they pay for food. Many times there is entertainment. Whatever strategy is used to have that funding be available and accessible for the conference should be the model to ensure that neighborhoods can structure and implement events. Assist NCEC Commissioners with their roles. There are many projects and policies being reviewed both at NCEC and NRP where representatives should be getting neighborhood advice and input on, to bring to those boards, to guide discussions.