

Community Participation Program 2013-2014 Annual Report

Neighborhood Organization: [Saint Anthony West Neighborhood Organization \(STAWNO\)](#)

Contact person: [Pete Gamades - chair](#)/[Gayle Bonneville - staff](#)

Date of Board Approval: [After initial review/discussion in 2014, the board voted to delegate final revisions/approval to the Executive Committee; approved Feb. 25, 2015.](#)

1. Stakeholder Involvement

Reviewing your CPP activities in 2013-2014, please provide information about:

- What outreach and engagement activities did you carry out in 2013 and 2014?

[For the fourth and fifth years, STAWNO continued its popular summertime Dickman Park programs: youth day-programs supervised by park staff; evening BBQ-STAWNO meeting and tabling event; evening music, theater and puppet shows; and a Movie in the Park. All were well attended by hundreds.](#)

[Summer community engagement in both years continued to include STAWNO's long-running monthly walks, with guest presenters and general neighbor-to-neighbor interactions and feedback about the neighborhood and how STAWNO can serve its constituents.](#)

[New direct community engagement in 2014 centered around efforts to combat the Emerald Ash Borer \(EAB\) de-forestation hitting the neighborhood's ash trees – and shaded streets – especially hard. The proposal was presented at STAWNO regular committee and board meetings as well as at special EAB meetings. The project was advertised widely by mail, door hangtags, ribbons on ash trees, local media and more. New faces showed up at STAWNO meetings to discuss the particulars, with one meeting attendee even making an on-the-spot financial contribution to STAWNO's efforts. Other neighborhood organizations turned to STAWNO for details on how to carry out a similar EAB program in their communities.](#)

[STAWNO also started its Small Area Plan efforts in spring 2014, laying the groundwork for significant community outreach in spring 2015. In conjunction with this, STAWNO was awarded a ReadyGo SpringBoard Center for the Arts pilot grant of professional art expertise to help with a creative brainstorming session in fall 2014. Due to timing and weather issues, STAWNO was unable to arrange the ReadyGo event by the end of 2014 and is seeking to revisit this pilot in 2015 to engage residents in the Small Area Plan.](#)

The Small Area Plan idea was prompted by a proposal in 2013-2014 for a liquor store on a key gateway corner in the St. Anthony West neighborhood. STAWNO, in addition to discussing the development at monthly board and committee meetings, organized Saturday “town hall” style meetings, advertised by U.S. Mail to the neighborhood, and welcomed all to hear presentations from the developer and opinions from the community.

STAWNO collaborated with the Minneapolis Park and Recreation Board and staff to participate in, and encourage attendance at, meetings focused on the revitalization of the Dickman Park playground and its related community advisory group. Groundbreaking was held in fall 2014 for this welcome enhancement to the neighborhood.

In 2013, a new web site was launched, along with a new logo.

The 11th annual Historic Riverfront 5K run/walk attracted approximately 400 participants and numerous volunteers once again. While not directly a CPP activity, the event showcases the neighborhood and the neighborhood organization and serves as STAWNO’s annual fundraiser. In a similar vein, STAWNO also tabled at the Northeast Farmers Market twice to promote the neighborhood organization and the 5K.

Another major topic for engagement in the neighborhood over the past two years has been riverfront planning. STAWNO continued to play an active role on city and park board advisory groups related to riverfront issues.

STAWNO continued its committee work as a way for board members and non-board members alike to become engaged in the neighborhood. STAWNO has active committees for Land Use and Planning; Crime, Safety and Livability; Fundraising; Outreach/River Beacon; and Riverfront Parks.

- How did you reach out to and involve under-represented communities in 2013 and 2014? STAWNO has identified renters as an under-represented group. We continued to reach out to all residents and businesses by mailing the quarterly newsletter plus postcards on special events/topics to all addresses in the neighborhood. We also promote engagement by continuing to grow our e-mail list and online presence, collecting new e-mails at summer events, monthly meetings and summertime “Walk and Learn” walks.
- Did you find any strategies to be particularly successful? Why? From a controversial topic can come progress and the involvement of new people. Both the EAB crisis and the (eventually defeated) liquor store proposal

brought new faces to STAWNO meetings and solutions to these issues, as noted above. The EAB topic has morphed into plans underway for a new landscape design and community input on the Main Street NE center median. In addition, some local businesses and residents volunteered to have their private ash trees inoculated as a result of STAWNO's outreach. And the liquor store debate prompted the launch of the Small Area Plan process.

A tactic that seemed to engage both residents and outside organizations: In 2014 STAWNO added nonprofit tables to the summer BBQ/board meeting. This appeared to be a lively and useful addition to the community event, and attendance nearly doubled.

- 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 375 in 2014; approximately 275 in 2013.
- How many individuals volunteered in organization activities? Approximately 65 in 2014; approximately 60 in 2013.
- How many individuals participated in your organization's activities? Approximately 1,700 in 2014; approximately 1,600 in 2013.
- How many people receive your print publications? 1,300 addresses receive quarterly newsletter and postcard mailings via U.S. Mail; 100 hangtags distributed to doors for EAB-related information.
- How many people receive your electronic communications? E-mails: 243 addresses. Facebook followers: 124 (up from 88 at beginning of 2014). Twitter: 131.

2. 2013-2014 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?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

The Emerald Ash Borer response plan to inoculate 125 public ash trees throughout the entire neighborhood otherwise facing removal. In collaborating with the park board, this plan allows select mature ash trees on public property to remain while new trees are planted and a healthy tree canopy is maintained throughout the neighborhood. See other details above.

3. 2013-2014 Accomplishments

Please provide information about your other accomplishments in 2013 and 2014:

- What were your organization's major accomplishments?
- How were individuals in your community directly impacted by your work?

[See Question No. 1 above.](#)

4. *Housing*

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

25 percent

5. *Financial Reports*

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

See attached.

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?

In addition to working with the park board and park staff on the EAB project, the 5K event, the Dickman Park summer programming and upcoming event impacts for park concerts at the new Scherer Bros. park, STAWNO primarily worked with public works staff to complete four utility box art wraps and NCR staff to navigate insurance and technical issues related to CCP applications and funds.

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?

Public hearing notices from the city are somewhat vague; more useful would be to put the proposed ordinance changes in perspective – briefly what the ordinance is now and what the proposed change is.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? 3

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.

Adequate notice received except for CPED's tax-forfeited housing lists. City has been notified in past about this. No response from city, and same short notice is given each year. In addition, it would be useful to get notices about CLIC projects in this neighborhood and the CLIC process.

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?

See above.

5. **City Assistance**

How can the Neighborhood and Community Relations Department improve the assistance it provides to your organization as a community participation group? Please explore ways to use General Fund or other non-TIF funds so that neighborhood organizations can use a designated, small amount of city-allocated funds for festivals or food in conjunction with neighborhood events directly organized by the neighborhood organization as a community-building event. Current system puts neighborhood organizations' community engagement efforts at a disadvantage compared to other non-profit community organizations receiving (less restricted) NCR/city funding.

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? 4

6. **Other comments?**

Thank you!