



Community Participation Program

2014 Annual Report

Neighborhood Organization: Windom Community Council

Contact person: Pat Soulak, WCC President

Date of Board Approval:

1. Stakeholder Involvement

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

- 2014 communications outreach included 4 printed Windom Newsletters that were mailed to each Windom resident; two postcard mailings (Annual Meeting in May & Movie Night & Ice cream Social in August. The Windom Neighborhood Facebook page and the Windom newsletter continues to be successful in sharing the neighborhood's concerns, developments and offering businesses to advertise their services and residents a chance to write articles or share recipes.
- WCC continued its work on building the community garden space on 61st & Nicollet Ave. The Windom Community Garden's mission is to create a gardening space that provides opportunities for people to grow their own food, increase healthy activity, get to know their neighbors, learn from each other and create a productive and beautiful commons in an urban area.

The goals of the Windom Community Garden include:

- Growing healthy produce for families in the community
- Providing an educational opportunity for children
- Provides gardening opportunity for townhome and apartment residents without yards for home gardening.
- Will foster a sense of community among a diverse, transient population.

WCC carried out the following 2014 neighborhood events that included:

- **Windom Reads** –February 2013 – The 3rd Windom Reads event which WCC partnered with Windom Spanish Dual Immersion School & Mpls Park & Recreation Board. Local authors, bilingual storytelling, book making Creation Station and snacks were part of this event. This year we added a Book Swap, which was very successful. Event Attendance: 300 families
- **Tots Rock** – March 2014 – a dance party for children ages 6 months to 7years which provides families with a safe, all inclusive opportunity to socialize with neighbors while spending time together. Event attendance: 200 families
- **WCC Annual Meeting & Social Hour** – May 2014 – This special meeting takes place at The Museum of Russian Art and is one of our largest attended meetings of the year. We invite our City Council and other city specialists to speak about current happenings in our community. Event Attendance: 46
- **NUSA Conference** – May 2014 – Tots Rock won 3rd place in the NUSA Social Revitalization category for neighborhood events. Amanda Vallone, WCC Coord. Accepted the award along with a check for \$100 to be used towards the next TOTS ROCK event in 2015.
- **Movie Night** – July 2014 – WCC and the Windom South Park co hosted a fun evening of free popcorn and lemonade along with a kids art project to go along with the movie, Horton Hears a Who. Attendance: 300
- **Windom Garden Home Tour & Potluck Picnic** – August 2014 – Participating residents opened up their homes for tours of their garden for this 1st ever event in the Windom neighborhood. Uncommon Gardens sponsored the event with garden snacks and a fun Creation Station for kids. The event ended at the Windom Community Garden with a potluck picnic. Attendance: 55
- **Harvest Moon Dance** – October 2014 - WCC hosted its first active lifestyle dance at Dancelife Ballroom at 6015 Lyndale Ave. This event was create to engage adults to come out and try something new or continue their love of dancing in a community based business with other Windom residents. Attendance: 22

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

- Actively communicating with property management of the four apartment complexes that Windom houses and providing them with neighborhood event posters to promote community happenings on their bulletin boards.
- Mailing the Windom Newsletter to all Windom residents and hand delivering to all Windom businesses in the area.
- Partnering with the Windom Spanish Dual Immersion School to translate event fliers to be sent home with Spanish speaking students.
- Partnering with the Windom Community Center and the Mpls Park and Recreation Board in offering senior activities, field trips and dining options.
- Engaging renters in the Windom Gables townhomes to assist in the planning and implementing of the expanding Windom Community Garden.

Did you find any strategies to be particularly successful? Why?

- Postcard mailings to all residential homes and posting event posters at Windom apartment buildings.
- Reaching out to the senior residents who do not use the computer via the old fashion telephone worked well to update them on important meetings and events that they could attend.
- WCC found that creating a Windom Neighborhood Facebook page worked extremely well engaging the twenty to forty year olds in the community. The page has been a useful resource for community residents to share resources, ideas and discuss important issues. It continues to grow with over 500 residents.
- The Nextdoor site has also been a successful way to engage Windom residents in conversation.
- **What did not work so well? Why?** Some of our smaller events did not see the attendance we had hoped for from the printed postcards and Windom newsletters distributed. WCC feels that word of mouth from resident to resident seemed to get the best results and may do more door to door and one on one communication strategies in the future.
- **How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?** The WCC reached about 220 people through meetings, one-on-ones and National Night Out.
- **How many individuals volunteered in organization activities?** Windom Community Council had approximately 45 individuals volunteer throughout the 2014 year at various community events.

- **How many individuals participated in your organization's activities?** Throughout the 2014 year approximately 900 individuals participated in WCC events.
- **How many people receive your print publications?** The Windom Community Newsletter is mailed to 2100 individual homes and an additional 100 Newsletters are hand delivered to Windom businesses and other organizations.
- **How many people receive your electronic communications?** In the year 2014 the only electronic communications that went out were to WCC Board Members, committee members and volunteers. Windom Community Council communications committee will be launching a bi monthly e news in 2015.

2014 Windom Community Council Highlights

Metro Inn and Aqua City Motels in the Community – After many years of unrest in the community regarding these motels the WCC stepped into action yet again to try to bring the community together to resolve some of the ongoing complaints that were being heard again and again. Some of the neighborhood issues included motel guests loitering, littering, noise complaints and some mobile drug dealings. The Windom residents most impacted were the blocks directly behind the motels on Garfield Ave from 57th to 58th. Some of the steps taken to address the issue were : 1) Invited the motel owners to attend a WCC meeting to give them notice that there were issues of concern. 2) Hosted a meeting to address crime issues in the neighborhood including concerns with the two motels. 3) Discussed these issues with Ward 11 Council Member John Quincy, who set up a meeting with Business Licensing, Linda Roberts to look into the situation. 4) Collected Impact Statements from residents as per requested. These action items resulted in the following outcome for the Windom neighborhood. Business licensing conducted an investigation and the 5th precinct placed extra patrol in these areas. The investigation resulted in a licensing settlement conference in which motel owners and business licensing came together to negotiate new operating conditions and penalties. Since this settlement we have not had many or if any complaints that have been brought to the WCC.

Windom Community Council 2014 Accomplishments

TOTS ROCK NUSA AWARD

WCC submitted a nomination submission for the 2014 NUSA Social Revitalization Award for neighborhood events and it took 3rd place at the 2014 NUSA Conference in Eugene, Oregon.

Tots Rock provides families with a safe, all-inclusive opportunity to socialize with neighbors while spending time together.

Tots Rock is a dance party for children, ages 6 months to 7 years of age. In addition to dancing to a live DJ, bubbles blow near the dance floor, temporary tattoos and blow up guitars, there is a “chill” corner with books, a crafty Creation Station, face painting and cushions for lounging. The variety of activities is intended to keep children engaged and entertained while giving parents the opportunity to enjoy their children in a new environment as well as meet other parents in the community. The main intention of this event is to build a sense of community for families in our neighborhoods with young children and to introduce more community members to local resources and businesses.



Families rockin' out!

HOME GARDEN TOUR

WCC hosted its first Windom Home Garden Tour which was co sponsored by Uncommon Gardens and Robin' Nest. This event was planned to engage resident gardeners in a fun way in which to show off their home gardens while supporting local businesses and introducing residents to the Windom Community Garden on 61st and Nicollet Ave. Tickets for the Home Tours were \$20 and residents were to check in at Uncommon Gardens to receive a treat bag filled with gardeners treats including a coupon for Uncommon Gardens and Robin's Nest as well as the map of participating home gardens and a water bottle to keep hydrated. The event ended at the Windom Community Garden with a potluck picnic. Attendance for the traveling tour was higher (45) than the attendance at the potluck picnic (20).



1st ANNUAL HARVEST DANCE

WCC hosted its first Windom resident harvest moon dance in order to promote a healthier and more active lifestyle. The event was held at Dancelife Ballroom, a Windom business at 6015 Lyndale Ave. The evening consisted of the owner, Shinya McHenry leading guests in learning four dances including the Fox Trot, the Waltz, the Tango and the Salsa then some free dancing time with partners. Local businesses such as Cintia's Mexican Restaurant donated chips and salsa to the event. The event was low attended, however WCC is confident that this event will grow in the coming years. Attendance: 22



2. *Housing*

- **What percentage of time did your organization spend on housing-related activities?** WCC spent about 10% of time on housing related issues. The organization sees that increasing a bit in the near future as we plan to begin marketing our housing loan & grant programs with CEE.

3. *Financial Reports*

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

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? **The city did a wonderful job responding to questions and working with the WCC in dealing with the motel licensing issues the neighborhood faced this past year.**

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? **WCC has found that the forms of communication are understandable and useful.**

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? 4

3. *City Communications – timeliness*

Do you receive adequate notice of City activities in your neighborhood? **Yes.** If not, did your organization inform somebody at the City of this? Did the City respond in a positive manner? Please explain.

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? 4

4. *City Departments*

How can City departments improve the way in which they function in your neighborhood? **Provide workshops for interested residents to attend to learn about different departments and their functions.**

5. *City Assistance*

How can the Neighborhood and Community Relations Department improve the assistance it provides to your organization as a community participation group? **Continue to provide the workshop trainings that NCR is committed to providing.**

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?*