
2014-2016 COMMUNITY PARTICIPATION PROGRAM APPLICATION

This submission is provided electronically to ncr@minneapolismn.gov. Bylaws have not been revised since our last funding submission.

CONTACT INFORMATION:

Organization Name:	Saint Anthony West Neighborhood Organization (STAWNO)
Address:	909 Main St. NE, lower level, Minneapolis, MN 55413
Website url:	www.stawno.org
Organization email:	neighbors@stawno.org
Federal EIN:	41-1755634
Board Contact:	Name: Pete Gamades, chair Phone: (612) 378-8886 Email: neighbors@stawno.org Address: 909 Main St. NE
Staff Contact:	Name: Gayle Bonneville Phone: (612) 378-8886 Email: neighbors@stawno.org Address: 909 Main St. NE

Who should be the primary contact for this submission? Gayle Bonneville

Date of Board review and approval: Board: 6/12/14; Executive Committee final approval: 2/25/15

FUNDING ACTIVITIES.

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.

N/A

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?

In addition to continuing past years' efforts to increase outreach via our summer walking group, existing e-mail list, new web site in 2014, social media, newly redesigned printed bi-monthly newsletter and more frequent postcard mailings:

- STAWNO is developing a self-guided neighborhood history tour to inform new residents about the rich history of our neighborhood and our neighborhood organization, which was established in 1961.
- Since bylaws state that only board members have binding votes (except for elections), we will continue to seek ways to encourage "informal" input by residents at these meetings, such as during our walking group outings, at our Dickman Park community outreach events, promoting featured topics or speakers of interest on neighborhood-focused issues that will provide incentives to attend, or via events held in conjunction with board meetings.
- STAWNO is still interested in launching a door-knocking campaign to raise awareness of the home fix-up loans and the energy audit rebate program, as well to raise awareness of the neighborhood organization itself. Volunteers will seek input from residents on what issues and topics interest or concern them, provide collateral materials and ask them to join our e-mail list for neighborhood updates.
- We will continue our neighborhood engagement activities via the successful daytime youth summer programming in Dickman Park in partnership with the Minneapolis Park and Recreation Board. As part of this four-year-old program, we offer evening outreach to residents of all ages, plus a puppet show and children's sing-a-long, Shakespeare in the Park, a neighborhood BBQ/Meet and Greet board meeting, and Movie Under the Stars. STAWNO purchased a new banner system in 2014 to help us have more effective visibility at events, the Northeast Farmers Market and additional venues.

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?

- **STAWNO will work to increase involvement of residents who are not necessarily board members via methods outlined in No. 2. We will continue to build our committee structure by recognizing new community engagement opportunities such as our Emerald Ash Borer disease strategies and a new initiation that documents the neighborhood's and neighborhood organization's rich history, aiming to expand involvement to more people who are not board members. We will encourage new leaders and participants by noting clear pathways for involvement in committees that make it easier for newcomers to get involved.**
- **We aim to increase non-board member attendance at monthly board meetings; board member attendance is already very high, often at 100 percent or close to it via our 11-member board with 5 alternates positions. But hearing -- at least informally -- from other residents will give a broader perspective to help inform board decisions. Methods such as the postcard mailings noted in No. 2 will work towards this goal. STAWNO also will hold Saturday morning community informational session, such as on the Emerald Ash Borer reforestation plans, Small Area Plan, and community development discussions.**
- **The board will allot one meeting per year for self-assessment and priority planning and/or training with an outside facilitator.**
- **New-board-member packets will be provided to incoming directors to start them off with basic background information on STAWNO, NCEC/NCR, NRP and general board duties.**
- **While STAWNO has implemented Open Forum at monthly board meetings for the public to weigh in, we will continue to experiment with Community Meetings, quarterly membership meetings, Saturday sessions, and business items first followed by open session.**
- **STAWNO will continue to review the pros and cons of various meeting locations and their impact on participation and attendance. As a geographically small neighborhood without a library, enclosed park building or school, we are sensitive to issues of accessibility and user-friendliness.**

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.

Following past years' successful summer park programming, we plan to increase our efforts to reach all ages and build awareness of STAWNO through:

- STAWNO's "Walk and Learn Club" walking events, featuring city staff who inform us of projects in the neighborhood (past examples include University Avenue repaving, Superior Plating housing and riverfront development). The walking group will walk every other Tuesday throughout the summer, meeting and greeting neighbors, getting to know the area, noting problem properties, adding e-mail contacts to our neighborhood list, and picking up trash along the way.
 - We have expanded the Dickman Park summer program - five community events in 2014 in addition to Tuesday-Friday staffed kids' programs at the park this summer. Our June board meeting is incorporated into the annual community ice cream social in partnership with Catholic Eldercare's large presence in the neighborhood; our July board meeting is held at the park as part of the annual "meet and greet" BBQ. STAWNO sponsors Shakespeare in the Park, a Movie in the Park, and two puppet shows.
 - Our Riverfront Parks Committee continues to collaborate with adjacent neighborhoods and the Minneapolis Park and Recreation Board to update the vision for the riverfront area. This includes an initiative concerning public health and river/park access.
 - STAWNO is also engaged in discussions of development efforts in an adjacent neighborhood related to a large parcel affecting several neighborhoods at the Superior Plating site.
 - We hope to continue sponsoring a day at the Northeast Farmers Market, located in the St. Anthony West neighborhood. This allows STAWNO to have a table at the market where we will solicit input from residents on current STAWNO priorities, build our e-mail communications network, promote the annual STAWNO 5K fundraiser that brings several hundred people to the neighborhood, solicit input on the Small Area Plan, and gain visibility for the neighborhood organization.
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.
- **Renters are an under-engaged stakeholder group in the St. Anthony West neighborhood. To increase engagement, STAWNO is increasing use of U.S. Mail for**

its newsletter, postcards and other communications to ensure delivery to all addresses in the neighborhood. Volunteers have found it difficult to reach residents of several apartment buildings in the area using door-to-door distribution.

- Engaging landlords and absentee owners of our many rental residences will also be a focus for STAWNO via our print mailing list and electronic mailing list.
- STAWNO also plans to undertake a door-knocking campaign to reach under-engage and under-represented members of our community.
- While data indicate most speak and read English in this neighborhood, we will investigate how we could offer translation assistance for our *River Beacon* newsletter and other materials by offering a contact phone number.
- Our neighborhood has group homes for deaf and blind residents, and STAWNO plans to reach out to these individuals via the “Walk and Learn Club” walking group, as has been done this past summer.
- We rolled out an updated, more user-friendly web site design in early 2014 and will continue to enhance this tool.
- Neighborhood awards or contests appear to be an effective way to engage people. Attendance at the 2013 and 2014 annual meetings were healthy, and many new faces came due to the awards. We will look for ways to expand this award concept – for example, via garden awards or a snow sculpting contest – because it offers new (and old) people new ways to be engaged with the neighborhood organization and neighborhood improvement.

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.

- STAWNO continues to offer low-interest revolving loans for home fix-up projects via its NRP program. We regularly work with loan administrator GMHC to ensure that the program is meeting the current marketplace needs and analyzing whether adjustments are needed in interest rates or focus.
- STAWNO will continue to provide gap funding to nonprofits such as GMHC and PPL for the rehab of blighted housing in the neighborhood as well as demolition and new construction.
- We will continue the home energy-audit rebate program to encourage residents to make their homes more energy efficient.
- Estimated time spent on housing activities: 40 percent

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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.

Unused funds from our 2013 allocation will be used to continue outreach methods outlined in our previous and current CPP applications. STAWNO plans to conduct a “Survey Monkey” survey to, for example, gain suggestions from the community on use of unused funds as well as on detailing our Neighborhood Priority Plan ideas, including a Small Area Plan and possibly continued EAB/reforestation efforts. In addition, funds will be used to research and develop a printed and digital walking tour highlighting the rich history of STAWNO and this neighborhood. Funds will also be used to generally support and strengthen our committee system, which offers board members and non-board members alike a variety opportunities and methods for engagement in improving the community.

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.

ESTIMATED BUDGET

CPP Budget	2014	2015	2016
Staff Expenses	\$10,000	10,000	13,000
Employee Benefits	\$0	0	0
Professional Services	\$500	500	1,000
Occupancy	\$1,500	1,500	1,700
Communications/Outreach	\$4,125	4,124	9,074
Supplies and Materials	\$250	250	450
Meetings/community building events	\$400	400	500
Development	50	50	100
Fundraising	\$200	200	200
Other Services	\$0	0	0
<i>Neighborhood Priority Plan</i>	10,000	10,000	1,000
TOTAL:	\$ 27,025.00	\$27,024.00	\$27,024.00

Notes:

- Staff expenses should include payroll, FICA, and withholding, or contract staff.
- Employee benefits should include any health insurance, retirement, or other benefits.

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- 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.
 - Meetings and community building events can include those costs related to community meetings and events (excluding food and entertainment).
 - 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).