


COMMUNITY PARTICIPATION PROGRAM
Application for 2014-2016 Funds

CONTACT INFORMATION:

Organization Name: SENA – Standish Ericsson Neighborhood Association	
Address: 1830 East 42 nd Street Minneapolis MN 55407	
Website url: www:standish-ericsson.org	
Organization email: office@standish-ericsson.org	
Federal EIN: 41-1735421	
Board Contact: Name: Sam Newberg, President Phone: 612-251-4662 Email: sam@joe-urban.com Address: 3913 29th Av. S. Minneapolis MN 55406	<p>A new president will be elected at our 11/13/13 Annual Meeting</p>
Staff Contacts: Name: Bob Kambeitz Phone: 612-721-1601 Email: bobk@standish-ericsson.org Name: Shirley Yeoman Phone: 612-721-1601 Email: shirleyy@standish-ericsson.org Address: 1830 East 42 nd Street Minneapolis MN 55407	

Who should be the primary contact for this submission? Shirley Yeoman

Date of Board review and approval: October 14, 2013

FUNDING ACTIVITIES.

Use the following questions as a guide for your submission. For questions 1-8, please limit each response to no more than 3 paragraphs.

1. Eligibility.

SENA has received prior funding through the CPP program. We meet all of the eligibility criteria as outlined in Section II, A of the CPP guidelines. SENAs:

- Represents the Standish and Ericsson neighborhoods of south Minneapolis in their entirety.
- Anyone who lives, works or owns property in the Standish or Ericsson neighborhood is welcome to participate (including voting) in SENAs activities.
- No membership dues or attendance requirements are imposed.
- SENAs holds monthly Board meetings which are open to the public, as well as additional special-focused meetings as the need arises. All committee meetings are open to the public. The only exception to open meetings would be in cases of employee or legal disputes, which to-date, have not occurred.
- SENAs is legally incorporated in the state of Minnesota as a 501(c)(3) non-profit corporation. We have adopted by-laws, grievance procedures, conflict of interest policies, EOE/AA Plan, a Sexual Harassment Policy and Procedures, a Diversity Statement and an ADA plan and policy.
- A board of directors provides governance for the organization. Directors are elected annually at the SENAs Annual Meeting. At this point all directors are neighborhood residents. The only non-residents who would be eligible to serve on the Board would be people who either own a business/property in the neighborhoods or who work in the neighborhoods.
- SENAs has demonstrated we have excellent capacity for managing the funds. All reports are submitted in a timely manner. There are no reports due.
- SENAs strives to represent the concerns of all segments of our population.

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. (1) Identifying and Acting on Neighborhood Priorities; (2) Influencing City Decisions and Priorities; (3) Increasing Involvement

All of the activities SENAs engages in are designed to identify and act on neighborhood priorities. That's what we do; it's our purpose as a neighborhood organization.

We will continue to do the things we know work well:

- SENAs will continue to produce our NUSA Gold Award-winning neighborhood newsletter, *SENA News*. This newsletter, which began regular publication in 1994, is our most important neighborhood connection tool. We hope to continue to produce *SENA News* bi-monthly and mail it to every mailing address in both neighborhoods (approximately 4400 addresses). Because of reductions in funding, we may consider reducing the number of issues or the size of the newsletter, but we are hopeful we can secure funds that will allow us to continue on our current schedule.
- We have enhanced our electronic connections by more fully developing our Facebook page and using that opportunity to distribute information, build community and increase the number of people we connect with.

- We have also totally rebuilt our website – standish-ericsson.org – and continue to use that site to communicate with our neighbors.
- SENA will continue to use the Minneapolis *Standish Ericsson Neighbors Forum* on e-democracy. Although this not a SENA-managed forum, it has become one of the most widely used methods of communication among a wide mix of neighbors. We use the forum to notify neighbors of meetings or events, to solicit information or opinions and to pass on pertinent information that we receive in our office.
- SENA’s Board of Directors meets regularly on the second Monday of the month. Any community member is welcome to attend a Board meeting to bring their neighborhood concerns to the governing body of the organization.
- SENA maintains contacts with Roosevelt High School and Northrop Urban Environmental Learning Center (K-5) and Ramsey Fine Arts Magnet (5-8). We work cooperatively with the schools whenever possible.
- SENA has long-term working relationships with staff at both neighborhood parks – Sibley Park and Lake Hiawatha Park.
- SENA will continue to be a partner with the Southside Star Community Garden.
- SENA will continue to partner with and provide support for the West of the Rail Business Association.

We are also seeking new ways to engage those who may be missed by our tried-and-true methods. We are exploring ways to build our connections and communications by:

- Increasing connections with block clubs – SENA has very good working relationships with the CCP/SAFE community liaisons who work in our neighborhood. We will continue to seek ways to work together to increase direct connections with the block clubs themselves
- Increasing connection with churches – Our attempts at developing a formal on-going relationship with neighborhood churches have not been entirely successful. We will continue seek new ways to develop relationships with our neighborhood churches. We do have connections with individual churches and will continue to work on projects with those churches when the opportunities arise.

At every level of our organization, we seek new ways to increase citizen involvement. We use all of the methods listed above to solicit increased participation and strive to always welcome new people and new ideas. One of our most successful involvement ideas will be explained more fully in the following section.

3. How will you engage residents and other stakeholders of their neighborhood in developing a Neighborhood Priority Plan?

It has taken some time to fully understand what a Neighborhood Priority Plan is and how such a plan would increase our ability to more fully engage residents. Without access to program funds our options are someone limited. We will continue to seek out priorities that can be addressed with very limited funding or funding from sources outside the NCR.

One of our recent successful community engagement ideas was first developed as part of our 2011 Annual Meeting – “What’s the Big Idea?”- an idea auction. Neighbors were asked to bring their own “Big Idea” to the annual meeting. Ideas were presented to

those in attendance. At least four people had to agree to help work on the idea in order for the idea to move forward to the final voting round. Those in attendance voted to decide which idea would become the “Big Idea”. The winning project received \$1,000 in support from SENA.

We repeated the “Big Idea” Auction in 2012 and plan to do it again at our Annual Meeting on November 13, 2013.

Our “Big Idea” auctions have been very successful. Not only does the auction generate some excitement and fun, we hear directly neighborhood participants what their concerns are, along with creative ideas on how to address them.

The “Big Idea” Auction, combined with the open communications at our Board meetings, on our Facebook page, and through the Standish-Ericsson Neighborhood e-democracy Forum are our best tools for identifying and developing any future Neighborhood Priority Plans.

The answer to Question 5 includes information on our activities with SUN – South United Neighborhoods. It is quite possible that future NPP’s will come from that partnership and will be developed jointly with our partners.

4. **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(4) expand the organization's capacity through self-assessment and other activities.

Since our membership is defined by the geographic boundaries of our neighborhood, we are really not able to see an increase in membership, although we do work towards seeing more involvement from those who make up our membership.

We are always working to increase our volunteer base. We are a volunteer-driven organization and we cannot continue to serve our neighborhoods without the involvement of those who live and work here.

We have seen a shift in the way people volunteer their time and believe that less people are interested in serving on committees and Board, but they do want to be involved in their neighborhood. We are exploring options for involving people in new and different ways:

- More use of electronic engagement
- One-time project or event involvement
- Volunteer opportunities of limited duration

We have had some initial exploration of some type of partnership with our geographically-closest neighborhood associations. As of this writing, we are unsure of what might develop with those conversations. We are realizing the need to do some internal assessment before we can move more fully into those relationships. At the time of this writing, we are just beginning to explore a process to do that, including identifying possible funds for hiring a consultant to assist with that internal review.

5. **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.

SENA continues to be an active partnering with six other neighborhood organizations in the “The SUN Project”. This project has already strengthened our connections with the neighboring organizations. We are excited to continue this collaboration.

Our connections with schools, churches and parks are defined elsewhere in this document.

The value and importance of the *SENA News* is also defined earlier in the document. The *SENA News* has helped us build and sustain a neighborhood identity. Standish and Ericsson, although really two different neighborhoods, are now linked together in the minds of residents, community partners and also with city and other public entities.

courageous heARTS is a new youth center in our area. SENA has already partnered with them to receive a small start-up grant which will help in their development of a Youth Advisory Board. We hope our partnership will result in more engagement with the young people in our area.

6. **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.

The chart below is a quick comparison of some demographic information from the 2000 and 2010 US Census.

Census 2010 - 2000: Overview Population, Race Ethnicity & Housing Units																		
Standish & Ericsson Neighborhoods																		
Source: Census Bureau, 2010 Census Population and Housing redistricting data, PL 94-171, released 3/16/2011, CPED Research, March 2011.																		
2000 Census information from http://www.ci.minneapolis.mn.us/census/2000.asp w/edits by Shirley Yeoman																		
Neighborhood Name	2010 Population, Race and Ethnicity														2010 Housing			
	Total Population	White	Percent of Total	Hispanic or Latino	Percent of Total	Black or African American	Percent of Total	American Indian and Alaska Native	Percent of Total	Asian	Percent of Total	Native Hawaiian or Some Other Race	Percent of Total	Two or More Races	Percent of Total	Total housing units	Occupied housing units	Vacant housing units
Ericsson	3,192	2,568	80%	217	7%	170	5%	42	1%	82	3%	22	1%	91	3%	1,453	1,394	59
Ericsson-2000	3,149	2,526	80%	180	6%	210	7%	40	1%	72	2%	43	1%	78	2%	1,450	1,420	30
Standish	6,527	4,605	71%	922	14%	455	7%	154	2%	148	2%	18	< 1%	225	3%	2,818	2,681	137
Standish-2000	6,632	4,565	69%	466	7%	586	9%	262	4%	195	3%	258	4%	300	5%	2,800	2,745	55
Total	9,719	7,173	74%	1,139	12%	625	6%	196	2%	230	2%	40	< 1%	316	3%	4,271	4,075	196
Total - 2000	9,781	7,091	72%	646	7%	796	8%	302	3%	267	3%	301	3%	378	4%	4,250	4,165	85
Change																		
Ericsson	↑43	↑42		↑37		↓40		↑2		↑10		↓21		↑3		↑3	↓26	↑29
Standish	↓105	↑40		↑456		↓131		↓408		↓47		↓240		↓75		↑18	↓64	↑82

The census figures show a very stable neighborhood, with little significant change over the decade. In addition to the statistics above, the latest census shows an owner-occupancy rate of nearly 80%.

Although it may not show up in census statistics for several years, we know that one area of change in our neighborhood statistics will be an increase in renters. Three new apartment complexes have opened in the last three years (The Waters of Minnehaha, Station 38 Apartments, Oaks Station Place) These three units have brought nearly 250 new residences to our neighborhood. We have added the new addresses to our mailing lists to ensure these new neighborhood residents will receive the *SENA News* and other neighborhood mailings. We have had some beginning discussions of ways we can engage renters to serve on the Board of directors. We have developed strong relationships with the developers and management of the new complexes. We have held meetings on-site for different purposes at all of the sites.

The 2010 Census also shows an increase in the Latino population in our neighborhoods. (See chart above) We will be seeking to develop partnerships with nearby neighborhood organizations that have some programs in place.

7. **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.

SENA has fully met all NRP requirements for spending on housing and housing related activities. With no new funding provided for larger projects, we have no plans to initiate any new housing activities. We will continue to monitor and complete NRP contracts already in process: Emergency Housing Funds, Program Income funds.

We will also continue to provide our contractor referral information, collected from neighborhood residents; information and referral to other agencies providing services; participate in the South Minneapolis Housing Fair; and we will use the *SENA News* to disseminate housing information.

8. **Unused funds.** Organizations should discuss how they plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

SENA anticipates having approximately \$10,000 remaining of our 2012-13 funds. We would like to move those into the 2014 portion of this budget cycle to be used to cover staff time and to ensure the total budget for producing *SENA News*.

<u>ESTIMATED BUDGET</u>						
	2014		2015		2016	
Staff Expenses		\$55,300		\$55,300		\$ 55,300
Salary	\$55,000		\$55,000		\$55,000	
Training	\$ 300		\$ 300		\$ 300	
Employee Benefits		\$ 5,284		\$ 5,284		\$ 5,283
Health reimbursement	\$ 3,634	\$	\$ 3,634	\$	\$ 3,633	\$
IRA contributions	\$ 1,650		\$ 1,650		\$ 1,650	
Professional Services						
Occupancy		\$ 6,000		\$ 6,000		\$ 6,000
Rent	\$ 5,400		\$ 5,400		\$ 5,400	
Utilities & Phone	\$ 600		\$ 600		\$ 600	
Communications/Outreach		\$ 9,000		\$ 9,000		\$ 9,000
SENA News	\$ 9,000		\$ 9,000		\$ 9,000	
Supplies and Materials		\$ 500		\$ 500		\$ 500
Festivals and events		\$ 1,000		\$ 1,000		\$ 1,000
Hiawatha HeartWarmer	\$ 500		\$ 500		\$ 500	
Annual Meeting/Harvest Fest	\$ 500		\$ 500		\$ 500	
Development (staff time included above)		\$		\$		\$
Fundraising (activities and training)						
Other Services		\$		\$		\$
Neighborhood Priorities						
TOTAL:		** \$77,084		\$77,084		\$ 77,083
** This total will be increased by any 2013 remainder which is rolled forward.				3-year total		\$ 231,251