
2014-2016 COMMUNITY PARTICIPATION PROGRAM

CONTACT INFORMATION:

Organization Name:	Victory Neighborhood Association
Address:	2200 44 th Ave N
Website url:	www.victoryneighborhood.org
Organization email:	info@victoryneighborhood.org
Federal EIN:	41-2001093
Board Contact:	Name: Diane Spector, Chair
Staff Contact:	Name: Debbie Nelson Phone: 612-529-9558 Email: info@victoryneighborhood.org Address: 2200 44 th Avenue N

Who should be the primary contact for this submission Debbie Nelson

Date of Board review and approval: November 6, 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.** 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. *Previously funded*

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?
 - *Neighborhood Priorities: In 2012 ViNA began to identify neighborhood priorities, by soliciting ideas from the attendees at their monthly neighborhood meetings. The responses were used to generate a survey that was administered over the summer, and the survey resulted in identifying the top priority as "support for neighborhood businesses." The ViNA business committee then began to discuss how that could be accomplished and developed a plan to support home based businesses with a co-working space in the neighborhood. This plan was presented at neighborhood meetings, at the annual Ice Cream Social, in the quarterly newsletter, the monthly Camden News, biweekly e-newsletter, on the Victory Neighborhood Facebook page and Twitter. It was well received by neighborhood residents. This Neighborhood Priority Plan was approved by the ViNA Board and the membership and was originally approved as a strategy in the Victory Neighborhood Phase II Action Plan by the NRP Policy Board in 2007. The Plan uses the funds reserved in the 2012-2013 Community Participation Plan approved by the NCR Director on August 21, 2012. This plan is a long term project which will be the primary focus for 2014-2016, along with furtherance of priorities from previous years, the redevelopment of the Ryan Lake shoreline and the redesign of the 44th /Penn/Osseo Road intersection.*
 - *ViNA will continue to engage residents and the City and County for the redesign of 44th and Penn and Osseo Road. Hennepin County agreed to incorporate some of the design changes proposed by the neighborhood into a scheduled mill and overlay of Osseo Road and the City will also be integrating planned changes to the traffic signaling and adding a median to the project at the request of the neighborhood. While the redesign was being planned residents had an opportunity to review and comment on the plans at several neighborhood meetings and at the Ice Cream Social. Residents in closest proximity to the intersection received postcards advising them of the meetings and Ice cream Social and ViNA organized a special meeting for the business owners at the intersection which is also a business node. The proposed design of the intersection is posted on the ViNA website and we will include updates in the e-*

newsletter. This is a long term project only a small part of which will be completed this year and ViNA will continue to keep residents informed and solicit their input each step of the way to the completion of the project as they have envisioned it. In 2013 ViNA has also begun meeting with the associate superintendent of planning for the MPRB about improvements at the Ryan Lake shoreline. Neighbors in the closest vicinity of the lake were invited by mail to meetings regarding the improvements which were open to everyone and announced through all of our regular communication channels. Residents were given an opportunity to review 4 different proposals for the area and indicate what they liked and didn't like. The proposals were also posted on the website and Facebook page. As a result of the support from residents for the improvements and because of VINA's financial commitment to them the MPRB has agreed to move forward with some of them in 2014. ViNA will continue to keep residents informed as they progress and they will be given the opportunity to comment on each phase. In 2014 Victory residents will also continue to work with Hennepin County on their Penn Avenue Community Works project. Two Victory residents are serving on the PIC for the PACW project and will continue to keep residents informed and solicit input.

- *ViNA will continue the outreach efforts that have been so successful in the past: monthly meetings, neighborhood wide events, newsletters, information in the monthly Camden News, email, Facebook, Twitter and open office. ViNA will continue its Welcome Program providing new residents with Welcome bags full of information about the neighborhood and the organization. We will continue efforts to identify a 'key communicator' or block captain on each block, who will communicate information and solicit feedback from the residents on their block. We will continue to have an information table at all of our events and activities such as the Ice Cream Social, Garden Tour, Farmers Market so that people can learn about the organization and the opportunities to participate and contribute .*

3. Building organizational capacity. ViNA will:

(1) provide opportunities for the direct involvement of members: Residents will be solicited to participate on any of our committees, to attend our monthly meetings and all of the events through the quarterly newsletter, bimonthly e-newsletter, Facebook, Twitter, monthly communication in the Camden News, at our numerous events and at our monthly neighborhood meetings. Key communicators on each block engage their neighbors and encourage participation at meetings with elected officials or on committees.

(2) build your membership and volunteer base: We will provide a Welcome Packet to new residents and keep our website current. 'Key Communicators' on each block will communicate the need for volunteers and opportunities for involvement. Beginning in 2011, ViNA has partnered with the Patrick Henry High School Asian Cultural Club to do outreach to our Asian residents. The relationship with PHHS was somewhat suppressed by the school in 2012-2013 school year, but with some new

leadership at the school we hope to revive the partnership and the outreach to the Asian families in the neighborhood. Our new Welcome program will be continued to engage new residents in the organization.

(3) encourage and develop new leadership: Elections to the Board of Directors are held each fall where 3 or 4 board members are elected. Notification for the Board elections will be made beginning in August of each year and residents will be encouraged to run by direct contact with current and former board members and other residents. All committees are comprised of volunteers who are encouraged to act as chairs of the committees. We will be open to suggestions for new activities, programs and projects and residents are encouraged to lead these activities.

(4) expand the organization's capacity through self-assessment and other activities: ViNA will continue to produce an annual report and present it to the neighborhood each fall at the annual meeting, after which it is posted on the website. At our monthly neighborhood meetings each of the committees will report on the projects, programs or issues they are working on and feedback will be elicited from the membership.

4. Building neighborhood relationships. ViNA will:

(1) build a sense of a whole neighborhood among residents: ViNA will continue to build and rely on a network of "key communicators" (or block captains) to connect neighbors to each other and to the neighborhood association. We will encourage and support a "National Night Out" gathering on every block. We rely on block captains to identify new residents and welcome them, but we now can provide them with a Welcome bag to offer new residents. We hope to organize a group of volunteers who will visit new residents and inform them about the neighborhood. We will support our Little Free Library network where neighbors can meet neighbors. With over 30 Little Free Libraries in the neighborhood, 20 of which were built in ViNA sponsored workshops, there is a LFL within 2 blocks of every resident's home. These are great community builders.

(2) build bridges among neighbors and diverse communities within the neighborhood: ViNA will revive our efforts to identify and engage our Hmong residents through our partnership with the PHHS Asian Club, working with Noble Academy, a Hmong Charter School in our neighborhood and with the Southeast Asian Community Council which has offices near our neighborhood. Hmong residents will be informed about the neighborhood organization and the services we can provide them, surveyed on their needs and where they see the need for improvements in the neighborhood. Additionally a growing body of students at Loring School is of Hispanic origin. We will work through the school to connect with the Hispanic members of our neighborhood. We will also continue to connect the youth of the neighborhood with the senior citizens through our Youth Corps.

(3) work with other neighborhoods and organizations on issues of common interest *ViNA communicates regularly with the other Camden neighborhoods and promotes and participates in events, such as the Tour De Camden, Camden Garage sales, Harvest Festival, Heritage Days, and Holiday on 44th and works collaboratively on issues such as the Webber Park Pool, and Library. ViNA is currently working with other Northside residents/organizations through Northside Fresh and with the other Northside Farmers Markets.*

(4) build partnerships with private and public entities – *ViNA’s Business Committee includes all of the business owners in the neighborhood and they will continue their work on promoting the business nodes to increase resident awareness of local businesses. ViNA has and will continue their partnerships with both Patrick Henry High School and Loring Community School and work on building one with Olson Middle school. We will continue to promote and support student activities at PHHS. At Loring School, the Victory Garden Club will maintain the landscaping and the Butterfly Garden and support the Schoolyard Garden (an outdoor classroom). ViNA will sponsor after school activities at Loring School such as the FOOTLIGHTS drama program. ViNA will continue to work with both Hennepin County and the City of Minneapolis Public Works on infrastructure projects in the neighborhood, such as the pedestrian needs relating to traffic at 44th/Penn/Osseo Road and Penn Avenue Community Works. We will also press the City to meet their obligations to the Pedestrian Overlay district at 44th/Penn/Osseo Road. ViNA will work with Minneapolis Park and Rec at Ryan Lake. In 2013 ViNA installed the last of 50 residential rain gardens in partnership with Metro Blooms but in 2014 we may partner with them to install rain gardens as part of the improvements at Ryan Lake. Hennepin County is also interested in installing a rain garden on a vacant lot that they own in the neighborhood and we will partner with them and Metro Blooms on it.*

(5) benefit the neighborhood as a whole – *All of ViNA’s work is for the benefit of the neighborhood as a whole and is mission driven. The ViNA mission is ... to protect, preserve and promote neighborhood interests and the health safety and general welfare of the residents within the organization’s geographic jurisdiction in a non-partisan, educational and cooperative manner. **PROMOTE, ENGAGE, PRESERVE***

5. Involvement of under-engaged stakeholders

ViNA has identified our Asian residents as those who most under-engaged. The 2010 census tells us that 5% of our residents are Asian and 47% of the student body at PHHS is Asian. We will revive our partnership with the PHHS Asian Cultural Club to identify, and engage our Asian residents. We will also engage with the Southeast Asian Community Council and Noble Academy to help us in these efforts. The NCR department can help with this by supporting our efforts.

6. Housing Activities.

ViNA will continue to offer low interest and emergency deferred home improvement loans and grants for purchasing CLCLT homes, monitor foreclosures in the neighborhood and work with our local realtors to promote home ownership in our neighborhood. We will also remain vigilant in seeing that the housing stock is well maintained. We will also maintain a list of 'investor owned' rental property and ensure that the owners maintain their property and secure and keep a rental license. We consider maintaining a clean and safe environment a housing related issue, so we will work to ensure that the neighborhood remains a 'green neighborhood' and residents are educated on ecofriendly practices. We will initiate a Clean Water Campaign, encouraging our residents to practice yard maintenance that does not contribute to pollution in the streets, in the stormwater sewers and ultimately into Shingle Creek and the Mississippi. We will continue to offer Home Security Rebates so that residents can make sure that their homes and yards are secure. We estimate that about 15% of our time will be spent on these issues.

7. Unused funds.

Unused funds from 2011-2012 will be used in the manner they were originally intended/budgeted.

8. Budgets.

ESTIMATED BUDGET

CPP Budget	2014	2015	2016
Staff Expenses	\$ 24,315	\$ 25,050	\$ 25,800
Employee Benefits	\$	\$	\$
Professional Services	\$ 1,000	\$ 1,000	\$ 800
Occupancy	\$ 7,600	\$ 7,800	\$ 8,000
Communications/Outreach	\$ 3,000	\$ 2,500	\$ 2,492
Supplies and Materials	\$ 1,477	\$ 1,300	\$ 1,000
Meetings/community building events	\$ 1,000	\$ 1,000	\$ 800
Development	\$ 500	\$ 400	\$ 300
Fundraising	\$ 500	\$ 342	\$ 200
Other Services	\$	\$	\$
Total for contract:	\$ 39,392	\$ 39,392	\$ 39,392
Neighborhood Priorities	\$	\$	\$
TOTAL:	\$ 39,392	\$ 39,392	\$ 39,392

Notes:

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

2014 Budget

OPERATIONS	
Staff Expenses	\$ 24,315.00
Professional Services	\$ 1,000.00
Occupancy	\$ 7,600.00
Communications/Outreach	\$ 3,000.00
Supplies and Materials	\$ 1,477.00
Meetings/Community Building	\$ 1,000.00
Development	\$ 500.00
Fundraising	\$ 500.00
Operations total	\$ 39,392.00
PROGRAMMING	
Events	\$ 3,000.00
Welcome Program	\$ 1,000.00
Youth Corps	\$ 3,000.00
Home Security Rebates	\$ 1,000.00
Youth Activities	\$ 1,290.32
Ryan Lake Improvements	\$ 20,604.00
Business Node Improvements	\$ 5,000.00
Asian Outreach Program	\$ 2,000.00
Business Support	\$ 1,500.00
Programming Total	\$ 38,394.32
Budget Total	\$ 77,786.32