



Community Participation Program
Neighborhood Organization
2015 Annual Report

Neighborhood Organization Information - *please confirm*

NEIGHBORHOOD ORGANIZATION

Armatage Neighborhood Association

ORGANIZATIONAL INFORMATION

Neighborhood Organization

Contact:

Nikki Lindberg

Organization Address:

2500 W 57th Ave S

Organization Address 2:

Organization ZIP:

55410

Organization Email Address:

anacoordinator@armatage.org

Organization Phone Number:

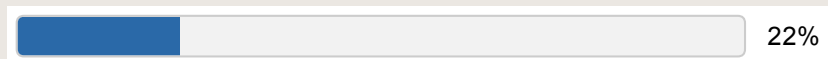
612-668-3206

DATE OF BOARD APPROVAL

Once your board has reviewed this draft annual report, please provide the date of the meeting at which the board approved submission of this report to NCR. **Note:** Meeting minutes may be requested by NCR.

Date / Time

MM	DD	YYYY
03	23	2016





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Stakeholder Involvement - basic outreach & engagement

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2015?

MEETINGS (please check all that apply)

- Held regular committee meetings or discussion groups that are open to all stakeholders.
- Held at least one general membership or community meeting (in addition to the annual meeting) to gather input from residents and other stakeholders for a neighborhood specific initiative.
- Hosted at least one general membership or committee meeting in response to a City request for input - such as a development proposal, transit planning or public works project.
- Conducted one or more focus groups.

What more would you like to tell NCR or the community about your meetings?

What are you doing that is new or particularly successful to involve residents and others?

We have engaged with our Precinct Inspector as well as our Crime Prevention Specialist, in response to our neighborhood safety priority, including having both as featured speakers at a quarterly safety update. This update was promoted through our newsletter and online, and drew a respectable crowd who questions about how they can be safe and help the police. We promoted our annual meeting as having a “spring fling” focus and besides our safety emphasis we had a presentation about pollinators from Beez Kneez.

DOOR-TO-DOOR (please check all that apply)

Door-Knocking or Dropping Flyers Door-to-Door

- At least once with goal of reaching a portion of neighborhood.
- At least once with goal of reaching most or all of neighborhood.
- For more than one issue/outreach effort

For more than one issue/outreach effort.

On a routine basis.

Door-Knocking/Flyering

Was carried out primarily by staff

Was carried out primarily by volunteers

Door-Knocking/Flyering

Was carried out primarily to increase membership and participation

Was carried out primarily to gather input on a specific city or neighborhood issue

Was carried out primarily to inform stakeholders of a city or neighborhood issue

Approximately how many households did your organization reach through door-knocking in 2015?

1700

What more would you like to tell NCR or the community about your door-to-door outreach?

What are you doing that is new or particularly successful to involve residents and others?

We re-instituted a quarterly printed newsletter that we are having hand delivered to residents through a 3rd party vendor. By connecting this way, we have seen an increased awareness of who we are and what we do, including new people getting involved in committees, attending meetings and reaching out to us for information. We have also received several compliments on the newsletter both for its quality of content as well as its pleasing design.

EVENTS (please check all that apply)

Staffed a booth or table at neighborhood event or other community event that included sign-up sheets, surveys or information about your organization.

Organized one or more issue specific event (such as a safety forum, housing fair, Open Streets, Creative Citymaking, etc).

Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc.)

What more would you like to tell NCR or the community about your events?

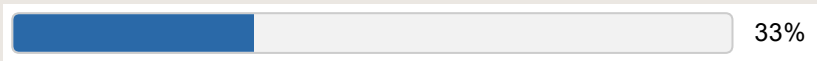
What are you doing that is new or particularly successful to involve residents and others?

We promoted our January safety meeting as a “safety workshop” with Inspector Loining and CPS Waisenen sharing information (verbally and through pamphlets). Held a drawing for safety items (window pins, motion lights, etc). One of our best attended meetings/events of the year outside of our Summer Festival. The Summer Festival is our largest annual event, drawing more than 2,000 people to Armatage park. We host an ANA table during that event and added event signage (with our ANA logo) to better show residents that this festival is put together by our organization.

OTHER (please check all that apply)

- Conducted at least one community-wide survey (such as a random sample or all-household survey).
- Conducted another form of survey (e.g., intercept survey).
- Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented populations.
- Distributed a quarterly or semi-annual newsletter to all households.
- Other activities (please describe here):

We have been working more closely with the SW Business Association (Experience Southwest), sharing their information through our newsletter and having regular attendance at our monthly meetings. We distribute a quarterly paper newsletter to all households and 2-3 times per month send an enews to over 650 subscribers. We also have a growing Facebook page with over 230 followers.



Prev Next



Community Participation Program
Neighborhood Organization
2015 Annual Report

Stakeholder Involvement - *under-represented groups*

HOW DID YOUR ORGANIZATION REACH OUT TO UNDER-REPRESENTED GROUPS IN YOUR NEIGHBORHOOD? (please check all that apply)

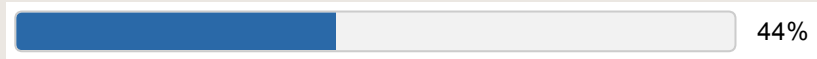
- Worked on an issue of particular interest to an under-represented group within the neighborhood.
- Provided notices of annual and special meetings in multiple languages.
- Provided newsletter articles or web pages in multiple languages.
- Targeted outreach in apartment buildings or blocks to reach renters.
- Targeted tabling at other events or locations (such as farmers markets, cultural events, etc.).
- Held focus groups or open meeting formats for under-represented communities.
- Met with other agencies in the community that work closely with under-represented constituencies in the neighborhood.
- Included an Americans with Disabilities Act statement on meeting and event notices.
- Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation.
- Held one-time/pop up events in areas of the neighborhood that don't often have neighborhood meetings
- Other activities (please describe here):

This is a challenge (for all neighborhoods, I believe) and is a strong focus for our outreach efforts in 2016. We have worked to have our newsletters delivered in the apartment complexes to try to better reach some of the renters in the area.

What more would you like to tell NCR or the community about your outreach to under-represented groups?

What are you doing that is new or particularly successful to involve residents and others?

This will be addressed in 2016. We focused on block leader recruitment in 2015. We started the year with close to 30 unorganized blocks, and gained new block leaders during year, and have 16 blocks remaining to recruit.



Prev

Next



Community Participation Program
Neighborhood Organization
2015 Annual Report

Stakeholder Involvement - *information & communication*

HOW DID YOU INFORM THE COMMUNITY OF DISCUSSIONS, DECISIONS AND THE STATUS OF THE ORGANIZATION?

BOARD MEETINGS (please check all that apply)

- Board meeting minutes and financial reports and summaries are provided on the organization's website and kept current.
- Meeting agendas and minutes are easily available and posted on the organization's website before and after each meeting.
- Meeting notices and agendas are distributed to members prior to each meeting with ample notice.
- Time is allowed at board meetings for stakeholders to ask questions or raise issues.

How many new board members were elected/appointed to your board this year?

4

What more would you like to tell NCR or the community about your board meetings?

What are you doing that is new or particularly successful to involve residents and others?

We had a change of coordinator half-way through the year. I have encouraged our board to do some business via email so that we can keep meetings more focus and efficient and allow for residents to have more time to participate. Because I have leveraged our email newsletter more and vastly updated our website, information is more timely and accessible.

COMMITTEE MEETINGS AND GENERAL MEMBERSHIP MEETINGS (please check all that apply)

- Meeting agendas and minutes are easily available and posted on the organization's website before and after each meeting.
- Affected residents and other stakeholders are contacted prior to an issue being discussed at a committee meeting.
- Meeting notices and agendas are distributed to members prior to each meeting with ample notice.

Other (please specify)

What more would you like to tell NCR or the community about your regular meetings?

What are you doing that is new or particularly successful to involve residents and others?

Within the week prior to our meeting the agenda is posted to our website and emailed. This is also shared through Twitter and Facebook. Our meeting schedule is determined, so those dates are posted, and a reminder is included on each enews. I have also been adding a monthly meeting notice through Nextdoor where over 900 neighbors are registered. We are also fortunate to have the SW Journal publish our area neighborhood meeting days/times/locations in each publication.

SPECIFIC ISSUES

- Affected and interested stakeholders are notified and involved in your organization's decision-making process.

ORGANIZATIONAL INFORMATION (please check all that apply)

- An annual report is available to all residents on the organization's website.
- The organization's bylaws, grievance procedures, meeting schedules and contact information are easily available on the organization's website and through other means.

OTHER (please check all that apply)

- Our community events and meetings are regularly advertised in community newspapers.
- We use social media (such as e-democracy or Facebook) to share information.
- We share city news and information on our organization's website or through email, social media or other means.

What more would you like to tell NCR or the community about participation in your organization?

What are you doing that is new or particularly successful to involve residents and others?

As described above, we are leveraging our enews a lot more this year. We have also been starting to use Twitter more to share information and post about meetings, as well as Nextdoor and Facebook.



Prev

Next



Community Participation Program
Neighborhood Organization
2015 Annual Report

2015 Highlights

PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

- 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?

MAJOR HIGHLIGHT #1

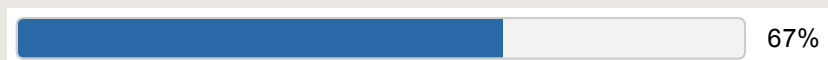
2015 saw the re-vival of our home improvement loan program. We worked in cooperation with area neighborhoods (Kenny, Fulton and Lynnhurst) to create a shared Fix-It Loan Program. Armatage alone closed on 8 loans (from the launch at the end of April through December). Kenny had 6, Fulton 6, and Lynnhurst 2 – for a total area more than 20 home improvement loans to residents. We have felt this program has been a big success for all involved. We were able to promote through flyers in the SW Journal, at area festivals and events as well as through each organizations communication methods. By doing this together our organizations were able to share costs of promotion, and simplify the coordination through GHMC.

MAJOR HIGHLIGHT #2

- Switching from a ticket to a wristband. Shortened lines and capped the cost to families for the entertainment for their kids. Wristband included unlimited carnival games, bouncers, face-painting, and more.
- Switched from only having a silent auction to holding a raffle. Created a lot more interest and energy. More people were able to “win” and created an opportunity to spend only \$5 to participate up to as much as someone may wish to pay.
- Added event signage. Not only to help people know where things are and to add to the festive feel of the space, but to help reinforce the fact that the event is put on by the neighborhood association.
- New games. One game was targeted to pre-schoolers, three for general ages. The 3 more general games tried to be appealing to older kids, and included a football toss, putting green and Plinko style game.
- Additional bouncers. In the past we had one bounce house. This year we had three, again 1 for pre-schoolers only, a bounce house and additionally a giant slide. By having 3 with different activities, kids had less waiting, and parents could see more value for their wristband.
- We eliminated having the ANA and park prepare and serve food and switched to having only food trucks on sight. This gives people more choice, and relieves our organizations from a volunteer burden along with the challenges food service presents.
- We eliminated selling of bottled water, and instead had Armatage reusable water bottles available, and Mpls Tap set up for people to fill/re-fill their containers.

We'd love to share your highlights with others.

If possible, send digital photos, videos, illustrations or a link to any of these to ncr@minneapolismn.gov with the Subject Line: ***2015 CPP Annual Report Images***. If you have a large digital file, please make arrangements to mail or deliver a copy directly to your NCR Neighborhood Specialist.



Prev Next