



Community Participation Program
Neighborhood Organization
2015 Annual Report

Neighborhood Organization Information - *please confirm*

NEIGHBORHOOD ORGANIZATION

East Isles Residents' Association

ORGANIZATIONAL INFORMATION

Neighborhood Organization

Contact:

Donna Sanders

Organization Address:

2751 Hennepin Ave #294

Organization Address 2:

Organization ZIP:

55408

Organization Email Address:

donna.sanders@eastisles.org

Organization Phone Number:

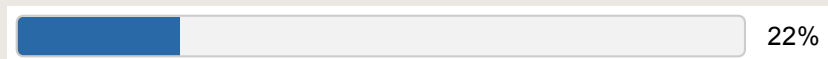
612-616-9139

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
05	10	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?

All are welcome to come and actively participate in our board and committee meetings (except voting at board meetings). The Board President and Committee Chairs only follow Robert's Rules with regards to making a motion and voting. We feel that allows for a more organic flow to meetings. Also, we think our seating arrangement is very welcoming. Everyone sits in a circle.

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.
- 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?

1159 renters

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 used door knocking once or twice as a form of outreach in 2015. However, personal telephone calls and email communication, by members, we found, were the most effective strategies to encourage participation and recruit volunteers.

Our Green Team committee achieved good participation for the Annual Super Sale (neighborhood rummage sale) by using lawn signs and door-hangers. Our monthly e-newsletter and the Hill & Lake Press newspaper are great tools to communicate events, programs and issues.

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?

Social Committee events

The EIRA Social Committee has been hosting a neighborhood Ice Cream Social for many years. The goal of this event is to attract as many residents as possible. They gather together for a few hours, meet new neighbors, talk, eat and feel like a community.

Each year the social committee changes this event a little bit in order to attract new residents and more residents. In 2015 the date of the ice cream social was moved earlier in the summer in an attempt to grab more people before they took off on August vacations. This seemed to work and about 400 residents came to the ice cream social. This was more people than other years and the ice cream ran out earlier than ever!

The petting zoo, fire truck and inflatables have always been popular attractions. In the past few years, the addition of a jazz band and more information tables have increased the number of attendees without kids. This is a great opportunity for us to educate neighbors on EIRA's mission.

This year we plan to offer root beer floats for the first time. We hope to increase the number of neighbors joining us again.

We sponsor events that we think will engage residents. We post flyers in 15 locations and online via E-blasts, E-newsletter, Facebook page and Nextdoor (East Isles + 5 other neighborhoods). We also send targeted online messages to special lists. We have occasionally door-knocked. We promote our big events, board and annual meetings in the Hill & Lake Press.

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.



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Stakeholder Involvement - *under-represented groups*

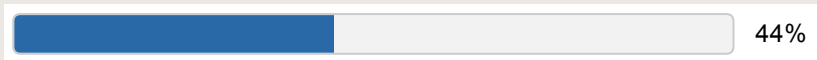
HOW DID YOUR ORGANIZATION REACH OUT TO UNDER-REPRESENTED GROUPS IN YOUR NEIGHBORHOOD? (please check all that apply)

- 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):

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?

Our under-represented community are renters and young professionals. We send a mailing to every resident in East Isles in August that includes a letter from the President, EIRA Board meeting minutes, the Ice Cream Social announcement, and both a membership and donation form. In addition to placing ads in our local newspaper (Hill and Lake Press), which is delivered to every residential property (including multi-family buildings) in the neighborhood, we use, for special events, the Southwest Journal. Notices are also placed on our Facebook page and NextDoor. We promote events by hanging fliers in the lobbies of apartment buildings and post them in local coffee shops and businesses. Also we hang them on the community bulletin board at Triangle park. Board members are asked to distribute fliers to promote the Annual Meeting to friends and neighbors.



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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?

All are welcome to come and actively participate in our board meetings (except voting). We only follow Robert's Rules with regards to making a motion and voting. We feel that allows for a more organic flow to meetings. Also, we think our seating arrangement is very welcoming. Both Board members and guest sit in a circle.

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)

see below

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?

The meetings are posted in our monthly EIRA e-newsletter. The Annual and Semi-Annual meeting and our monthly board meetings are posted on our website and the monthly community e-newspaper and Hill and Lake Press. Notices are also place on our Facebook page and NextDoor.

Residents are invited to participate in monthly board and committee meetings. Our committee meetings and events offer the opportunity for residents to become EIRA members. We recruit volunteers via standing committees, e-newsletter, events, community newspaper, personal contact and our annual mailing.

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?

Our under-represented community is renters and young professionals. We send a mailing to every resident in East Isles in August that includes a letter from the President, EIRA Board meeting minutes, the Ice Cream Social announcement, and both a membership and a donation form. In addition we place ads in the local newspaper (Hill and Lake Press), which is delivered to every residential property (including multi-family buildings) in the neighborhood. Special events are also promoted in the Southwest Journal. Notices are also placed on our Facebook page and NextDoor. Also, fliers to promote events are hung in the lobbies of apartment buildings, posted in local coffee shops and businesses and on the community bulletin board in Triangle Park. Board members are asked to distribute fliers to promote the Annual Meeting to friends and neighbors.

Also, see social committee section: ice cream social & green team event.



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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

EIRA has continued to search for ways to engage our renters and young professionals. An extremely successful Green Team Committee continues to bring together East Isles residents: home owners, renters, singles and families-to learn, connect, have fun, and act in ways that benefit our community. Sustainability and the environment are issues that are very important to residents in our community.

Here are the 2015 events they organized to engage the full community:

- A 4-part series on food and climate change called "Eating Consciously"
- Two House parties: "Green cooling strategies" and "Make dinner not waste".
- Earth Day Clean Up at Lake of the Isles.
- Sponsored second annual neighborhood plant swap at our Demonstration Rain Garden.
- 4th Annual East Isles Reduce, Reuse, Recycle Super Sale (garage sale)
- "Community Solar: Ready for Action" to inform and engage residents in Community Solar along with 16 other Lake Street area neighborhood.
- Active partnership with the Lake Street Energy Challenge to encourage residents to get energy audits and sign up for community solar.
- Supported local efforts to promote the City's new organics recycling program.

They sponsor events that we think will engage residents. A program (3rd one we hosted) and one on novel spring gardening strategies drew lots of people within and beyond the neighborhood. We post flyers in 15 locations and online via E-blasts, E-newsletter, Facebook page and Nextdoor (East Isles + 5 other neighborhoods). We also send targeted online messages to special lists. We have occasionally door-knocked. Outcome: huge turnouts for events. In 2016, we will work to continue this outreach.

MAJOR HIGHLIGHT #2

An issue EIRA faced in 2015 was the retirement of our staff person and the subsequent hiring of a replacement, who unfortunately resigned after 6 months, a second search and successful hire of a staff person as of January 2016. Both search processes involved a search committee appointed by the Board of Directors, posting the position in the Hill & Lake Press, NCR Newsletter, Council of Nonprofits and the EIRA website and newsletter, and interviews with applicants. There were 22 applicants for the first search and 10 applicants for the second search.

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.



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