



Community Participation Program
Neighborhood Organization
2015 Annual Report

Neighborhood Organization Information - *please confirm*

NEIGHBORHOOD ORGANIZATION

Marcy-Holmes Neighborhood Association

ORGANIZATIONAL INFORMATION

Neighborhood Organization

Contact:

Melissa Bean, Executive Director

Organization Address:

500 8th Ave SE

Organization Address 2:

Organization ZIP:

55414

Organization Email Address:

office@marcy-holmes.org

Organization Phone Number:

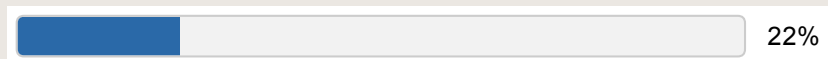
612-623-7633

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 |
|----|----|------|
| 04 | 19 | 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?

Hot-button issues bring people out; we continue to explore ways to encourage and motivate residents to attend regular meetings. This year, we are launching a series of community salons to discuss issues of importance to the neighborhood, beginning with a targeted focus group, then gradually broadening involvement.

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?

600 - 700

*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?*

120 on specific issues, 600 - 700 Student Meet & Greet campaign.

Can be effective for specific issues, but effectiveness is limited by the population of Marcy-Holmes; i.e., student interest is limited. Evening door-knocking works best, but it has proven difficult to get volunteers for evening hours. However, our social media competency has grown, and outreach in that area is potentially much more effective and cost-efficient, both in staff and volunteer time.

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.)

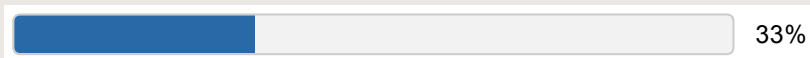
What more would you like to tell NCR or the community about your events?
What are you doing that is new or particularly successful to involve residents and others?

We held a party to welcome the new residents at the A-Mill Artists Lofts. Worked with area businesses to offer “swag bags” that included coupons and gift cards, MHNA membership materials, and “Welcome to the Neighborhood Recommendations” from current residents to new ones. (see attached photos)

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):

Our monthly newsletter goes out the First Friday electronically to 450 addresses. We send a printed quarterly version to additional members, organizations and institutions without email. We conducted several surveys to targeted audiences, for example people that use the 5th St pedestrian bridge.



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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):

MHNA materials disseminated to student residents in cooperation with Office of Student affairs (print materials in bags) and electronically on U MN Guidebook phone app.

We worked with big building management to include MHNA items for renters in their leasing packets and tenant newsletters.

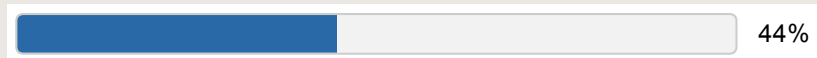
As an experiment this year, we distributed 700 membership cards to student residences, though none were returned.

We added a Twitter feed to our website homepage and increased our usage of social media channels, including Next Door, Tumblr and Instagram.

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 most successful strategies are working with student and alumni groups on one-time campaigns. (Earth Day Clean-up; Tagging trees; Garden Chore Days; Pack & Give Back)



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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?

3

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?

Nine board members elected in 2015; 3 were new to the board. Appointed seats that were filled this year: 2 student seats, 1 Greek Alumni Partnership and one business association seat. (4 total appointments) Stakeholders may speak on issues at regular meetings, and we encourage them to bring specific issues or concerns to the appropriate committees for further discussion.

We added a board seat for the Greek Alumni Partnership (Fraternity & Sorority House Corps). Both student seat appointments to our board have been filled. In 2015 a student was also elected to our board, but later moved out of the neighborhood and vacated his seat. Two students who served in appointed seats in 2015, then graduated, kept up with their involvement in MHNA. One continues at-large, and the other has recently filled the vacated seat. As the neighborhood has grown, we have also added board members from the new buildings along the riverfront.

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?*

We also post meeting announcements on Next Door, Twitter and Facebook. We added a new calendar to our Home Page, as well as Twitter feed.

Moving out of a church basement has helped morale, and sometimes even attendance. (See photo)

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?*

Especially in Land Use matters, we use city property lists to notify owners of impending projects by mail. This can be problematic if a presenter cancels at the last minute, which does happen occasionally. But we have found it's important to make the effort.

NOTE - By-laws and grievance policy available upon request.

We switched to MailChimp to send news and meeting announcements. These communications are more visually interesting and we can track reader reaction (number of opens, number of clicks on links, etc.) via analytics. We also post on Next Door, Twitter, Facebook and Instagram. One staff member is the moderator for the Marcy-Holmes Next Door site. As is the case with all social media use, we are attempting to gauge how interactions with posts translate into actual engagement and involvement.

Several innovative projects other neighborhoods might be interested in:

Approximately 1250 people have downloaded our audio history tour, Hiding in Plain Sight, from minneapolisishistorical.org (website and phone app) since it debuted in 2014. This is a great introduction to the neighborhood for new residents and visitors. It has also been posted recently on a National Geographic interactive map of the Mississippi!

We worked with a developer on a community benefits agreement in a novel way. A large building was proposed for a site within a historic district; its design did not conform to district height guidelines. By suggesting ways the developer could fund enhancements to the historic district (outside of this development) the project became more palatable. The components of the agreement were proposed and discussed in small committees, at the board and presented at a general membership meeting.

We found two ways to slow down vandalism to newly planted boulevard trees. We installed plastic tree guards with bumper stickers with graphics showing no bikes allowed and headlined "Stop Abuse of Baby Trees". We also printed ticket/ tags that we affixed to bikes that were locked to baby trees. These warning tags listed the ordinance in Minneapolis code that could result in a citation and contained a graphic showing where bikes could legally park. (see enclosed photos)

Currently, projects related to arts, history and beautification garner the most interest from residents.

One reason for the success of our neighborhood activities and initiatives is the creation and adoption of our Master Plan. We completed our second plan in 2014. Having such a guide, which was informed by a wide constituency and approved by government agencies, brings assurance that we are following the right path for neighborhood self-determination and improvements. It's a daunting task, but other neighborhoods should consider doing a small area plan and updating them every 10 years.



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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

400 new Artist residents move into the neighborhood into A-Mill Lofts.

MHNA supported the renovation and reuse of this historic riverfront complex. Knowing that artists and creative people can influence and enhance neighborhoods, and that these will most likely be long-term residents, our Creative Places committee began organizing a welcome. We partnered with The Aster Café to throw a party in mid-November. Local establishments donated gift cards, small items and coupons to a “swag bag”. MHNA enclosed info about our organization and the Creative Places committee. We published a “Welcome to the Neighborhood” list (- lines like Eat At; Shop At; See; Do; Tips) and attached to the bags. To make it more of a personalized neighbor- to-neighbor welcome, each was signed by the current MHNA member making the recommendation (see photo). Gulgun Kayim was our keynote speaker. At the party we showed images of a current neighborhood art project, “Neighborhood As Muse”, a collection of artwork over the last 150 years that was inspired by the Marcy-Holmes neighborhood. <http://www.marcy-holmes.org/history-culture/muse-gallery/> The Muse project demonstrates that ours is an inspiring neighborhood that welcomes artists, today and in the past. It permits artists to upload current work that fits the criteria.

Since November, we have held several committee meetings at The A Mill Artist Lofts, with good attendance. We also moved the meetings around to other creative spaces, in the hopes that A-Mill residents will explore the neighborhood more. Some great ideas have been generated and we have added new creative partners, like the Soap Factory and Minneapolis St Paul Film Society. The committee has addressed topics like Neighborhood Identity and Connecting Creative People and Opportunities.

Two grant proposals were submitted related to the new artist residents- one to create podcasts from the A-Mill with interviews about artists’ work and processes; the other a series of salons with different topics and locations. A third project is in the works, developing a creative network database that includes samples of artists’ works, contacts, opportunities to collaborate, spaces to exhibit and perform.

MAJOR HIGHLIGHT #2

Working with Dinkytown Business Alliance to help form a new organization and marketing campaign; support for Historic District designation including providing volunteers from MHNA to serve on committees; fiscal agent for Dinkytown Great Streets grant.

MHNA held several meetings about Dinkytown's historic aspects and status. Our organization supported the creation of a Dinkytown Historic District. We have three residents (also board members) serving now on the committee that is creating the new historic district guidelines. Note that we are the only neighborhood with 4 historic districts! We are assisting with Historic Dinkytown tours, which debuted at Open Streets /University in 2015. MHNA also promoted the AI Milgrom film, The Dinkytown Uprising-enough so we garnered a credit in the film.

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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