



Community Participation Program
Neighborhood Organization
2015 Annual Report

Neighborhood Organization Information - *please confirm*

NEIGHBORHOOD ORGANIZATION

Midtown Phillips Neighborhood Association, Inc.

ORGANIZATIONAL INFORMATION

Neighborhood Organization

Contact:

Peter Eichten, President

Organization Address:

2828 10th Ave S

Organization Address 2:

#1205F

Organization ZIP:

55407

Organization Email Address:

midtownphillips@gmail.com

Organization Phone Number:

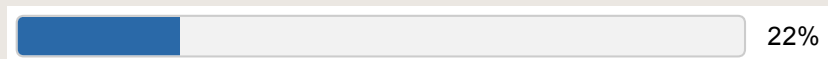
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DATE OF BOARD APPROVAL

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	08	2016





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2015 Annual Report

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?

A. We proposed that the neighborhood create six (6) Districts two years ago. Each District selects their own Representative to the Board. We continue to define the role of the District Rep and what outreach strategies this Board Seat could do.

B. We formed several Outreach Partnerships:

- In the Heart of the Beast Puppet & Mask Theatre and St. Paul's Lutheran Church to work on an 'Organizing through the Arts' Project with neighborhood youth. Door knocking and surveying of community residents, along with beautifying the neighborhood with Art and creative writing about their experiences in the neighborhood. They have made 291 direct contacts, 100 community members have participated in the Youth Events, and they have 58 Volunteers.

- Banyan Community - Meeting Neighbors, Door knocking and Building Block Clubs. A new feature began this year - Monthly breakfasts with block Residents to Network & Meet each other. They made 113 direct contacts. There is an average attendance of 10-18 block leaders at the monthly breakfast.

- Somali Community Radio - Not only was an Outreach Partnership formed through the Somali Community Radio, but we applied for & received a Community Innovation Fund to support the Somali Community in building their radio station.
- New American Soccer League - Neighborhood Outreach and Event Participation with families involved with the Soccer League.
- Began work on a Cultural Exchange with our Somali Community in partnership with Augsburg College.

C. We continued a Partnership with the Alley Newspaper to distribute Neighborhood News to be integrated into the monthly publication and be available to all Midtown Phillips residents door to door.

D. We held ten (10) monthly Community Meetings covering topics of: Community Engagement planning, Phillips Community Pool, Neighborhood Safety, Resurfacing and dedicated bike lanes for 26th & 28th street, Wentworth Aircraft site, Conversations with Non Profit Community Developers, Proposed Greenway Housing Re Development, Presentation by City & for profit Developer on new home construction on vacant lots, CEPRO site, Public Use of Park Soccer Fields, Phillips Pool/Minneapolis Swims, and Community Safety meetings. Attendance ranged from 10 to 65 per meeting depending upon the agenda items.

E. CEPRO site - We formed a multi jurisdictional workgroup to explore the long term ownership, maintenance, programming and short term Safety solutions of this Hennepin County Amenity adjacent to the Greenway. This group included Hennepin County, City of Minneapolis, Allina, Midtown Greenway Coalition, Midtown Community Works, Phillips Partnership, and three residents. With the help of City Staff, we reviewed the NRP Contract for partner roles and identified remaining and available NRP funding. We partnered with St. Paul Riverfront Development Corporation to create a day long community engagement Event to gather ideas and solutions to concerns. We partnered with Tree Trust to replant the landscaping which had not been maintained from initial planting and had died. HN County partnered with Free Wheel to create & manage Public Space Programming throughout the summer. Conservancy models long term are under construction.

F. Two Community Safety meetings held with our criminal justice partners. One at Stewart Park and one at In the Heart of the Beast Puppet & Mask Theatre. Both gatherings had over 50 in attendance.

G. The Midtown Phillips Festival, as Associated Aquatennial event was held in July 2015. There was a planning Team of 14. There were 10 volunteers day of the Event. We anticipate 400-450 in attendance. A big feature was the partnership of a retired Augsburg professor and a talent agent to feature Legendary Somali All Stars Singers at this Event, as well as other cultural performers and neighbors who are musicians. This is available on You Tube - Midtown Phillips Festival 2015. Food vendors were from the neighborhood.

The sound system and technician was a neighborhood resident. We intentionally worked to support our local economy through intentional choices made by the Event planning team.

There were two stages, a main stage and a children stage. Games for children were organized by blocks clubs. There were Pony rides and Inflatable jumpers. This was a Partnership with the Downtown Council, an Associated Aquatennial Event bringing positive press and exposure to our community.

Last, we organized a Information/Resource Fair which promoted projects, showcased projects, recruited neighborhood participation and provided interactive displays. We had twenty six (26) organizations participating in this Resource Fair.

H. National Night Out Block Events - We partnered with the Banyan Community to provide resources, expand outreach and expand the number of Events. 498 participants in the NNO Events.

I. Phillips Clean Sweep began as a Project of the federal Weed & Seed Initiative in 2002. All four (4) Phillips Neighborhoods collaborate on this project in partnership with the City of Minneapolis Solid Waste & Recycling Department, Mad Dads, MPRB/Stewart Park. This is a \$8-\$10,000 event. The planning team raises \$6,500-\$7,000 from local businesses and organizations and another \$2-3,500 for donations of food, supplies, beverages. Volunteers meet at two sites to register, get supplies and have breakfast donated by Abbott Hospital. Litter is picked up throughout the neighborhood during the morning by Volunteers. Following litter pick up there is a lunch where all gather. The Event was supported by Bethlehem Baptist Church, Mad Dads, Banyan Community, New American Soccer League, the Islamic Center, & MPRB.

Throughout the day, the neighborhoods hire 6 garbage trucks to pick up household debris and construction items, tires, and metal. Residents are notified door to door and in The Alley Newspaper of this event. Furniture, Household Construction items, Tires are picked up at no charge to residents. 14 tons of trash were picked up.

This Event also includes booths showcasing Environmental initiatives in the city and the neighborhood. We involve both Minneapolis police and Park police to continue to build police/community relationships. This year resource booths featured the City of Minneapolis Solid Waste & Recycling & Composting. Hennepin County Environmental services and the Environmental Justice Project.

We had 750 volunteers across the four (4) Phillips Neighborhoods to include Banyan Community Youth Group, Wells Fargo Green Team Volunteers, New American Soccer League, Islamic Center, Block Clubs, and Mad Dads. Banyan Community got 21 blocks involved.

A video was created and is available on You Tube - 'Phillips Clean Sweep 2015.'

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?

750

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?

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).

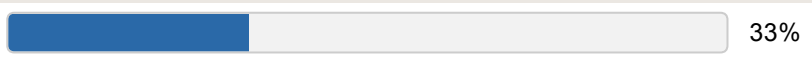
Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc.)

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?

F. Two Community Safety meetings held with our criminal justice partners. One at Stewart Park and one at In the Heart of the Beast Puppet & Mask Theatre. Both gatherings had over 50 in attendance.

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):



Prev Next

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):

A. We presented on upcoming community meetings, land use issues, and ongoing MPNAI projects to the Midtown Exchange Condos.

B. Two Somali Board members were elected at the Feb. 2015 Annual Meeting. One owner of a neighborhood business and one resident. One member was then elected as Vice President. There has been a lot of creativity and good work creating projects which will reach out to the Somali Community.

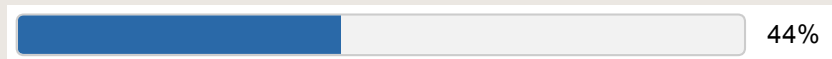
C. We continue to build relationship and have conversation with our neighborhood residents house x house and block x block. Our Banyan Community Partnership has been door knocking, building block clubs, and hosting monthly neighborhood breakfasts drawing in residents from throughout the neighborhood to network, socialize and make new friends.

D. Through our Events, particularly Phillips Clean Sweep and the Midtown Phillips Festival, we have family involvement through block clubs and youth involvement through our partnership with youth organizations, cultural organizations, and Faith based Organizations.

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?

The Partnerships are exciting and hold much potential. They build upon utilizing and expanding identified assets (in this case Partners) which exist in our community. Partners have and create relationships with residents through their projects and through this, build awareness of the neighborhood organization, why it is there and how it can help.



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?

12

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?

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?

Community Meetings brought 20-75 people monthly, depending upon the topics. Block clubs flyer blocks for Community meetings.

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?

The Alley Newspaper is available to all households. MPNAI's information is placed in this publication monthly. Our Board Secretary prepares the layout. We advertise Board & Community Meeting Agendas, Events, and any Special announcements.

400 for Midtown Phillips Festival including Volunteers and Entertainers, as well as Attendees

800 participated with Phillips Clean Sweep

Approximately 80 residents and 30 organizations participated in the February 2015 Annual Meeting.

There are 10-20 neighborhood residents who attend the monthly Banyan breakfasts.

The MPNAI data base contains emails for 194 contacts.

For the Safety Meetings and Events, we asked CCP/Safe to post the community meeting through the City's Gov Delivery listing. This posting goes to all residents who have completed the MPD Block leader program.

It is estimated that information gets out to 21 block clubs through our Midtown connections and Weed & Seed Network and Banyan Community. Then the block contact passes information to their Email Block listings.

For Events & Special Meetings we partner with Bethlehem Baptist who have over a hundred families living in the neighborhood. They post out. Bethlehem Baptist also has a monthly 'Meet Up' for all their members living in Phillips. For October, they scheduled their Meet up to be participating with Phillips Clean Sweep. Two of their Pastors live in Phillips and are active with Events.

The Islamic Center has been active with getting their members to participate in neighborhood events and with helping to get the word out on community meetings and neighborhood events.

We also ask neighborhood churches to put into their weekly bulletins information about upcoming Neighborhood events.



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

Neighborhood kids, families, and sports teams were not able to access the neighborhood park and soccer fields. We formed a small workgroup to work with the families, the teams, and the park to solve this scheduling issue. A lot of it was education about the process and how to make the process more equitable. Phillips families now have better access to the park and neighborhood leagues have practice and game time.

MAJOR HIGHLIGHT #2

The CEPRO site was identified as a Nuisance property. A workgroup was formed and goals set to develop short term and long term maintenance, programming, and ownership for the site. This work will continue through 2016. This involved the impacted and surrounding block clubs, bicycle riders on the Midtown Greenway, and residents in the community at large.

Accomplishments:

A. We hired an Organizational Consultant. The Consultant assisted in 2015 with the hiring process for a PT staff, provide Orientation for the new staff once hired and Board Orientation training.

B. A part time staff person was hired the week of March 10, 2015. Unfortunately she announced in June that she was taking another job out of the Country. We worked with PPL on a second Selection process and hired our Neighborhood Coordinator in July.

C. We continue to work with our Accountant, hired in 2014. We get all monthly reconciliations, check register, Profit & Loss Statement and Balance Sheet each month electronically. The Treasurer then forwards financial reports to all Board members. We completed, filed, and had accepted IRS 990 Reports for 2014. We completed, filed, and had accepted Annual Reports for the Charities Division of the Attorney Generals office for 2014. We registered with the Secretary of State for the 2015 year and are in Good Standing. We continue to update and grow our organizational membership list.

D. A workgroup has formed to develop a new Organization logo and to revamp the Organization's website. This work continues into 2016.

E. A workgroup formed to develop graphics and great Neighborhood Signs for Midtown Phillips. This same workgroup is gathering Neighborhood Art for an 'Art on Utility Boxes' project. This work continues into 2016.

F. Our Neighborhood Partnerships support the good outreach work going on each and every day. These Partnerships are defined above.

G. Our work around the CEPRO site has been exciting, engaged many through the St Paul Riverfront Community Design Event and various presentations at Community Meetings and Events.

· How were individuals in your community directly impacted by your work?

Through our partnership with the Banyan Community we are door knocking, building block clubs, and monthly Banyan host block leader gatherings where people can network, share what they are doing on their blocks, and get to know each other. This door to door, block by block community building is the most important thing we can do to strengthen our neighborhood. By knowing who is in the neighborhood, we will discover the assets we have.

Events provided an opportunity to share cultures, meet each other and celebrate.

Phillips Clean Sweep allowed residents to clean out their houses and garages and have large items (furniture, tires, refrigerators, stoves, construction material) thrown away at no cost to them.

The Clean Sweep Team did a presentation for the Neighborhood and Community Engagement Commission, also filmed on cable and broadcast city-wide. This provided the opportunity for more Phillips residents to be informed, but also opportunities for other neighborhoods to learn and duplicate the Event in their area.

NRP Housing loan recipients have funding to repair many deferred maintenance needs.

In November we had a double shooting, fatal shooting in the south end of Midtown Phillips. Two Districts, Banyan Community, Minneapolis Police Department, St Paul's, Heart of the Beast, the Islamic Center, and Mad Dads came together to organize a vigil. To support the families of the deceased, to support the block residents where it happened, for solidarity, and to promote neighborhood-wide peace. Approximately 75 in attendance.