



Community Participation Program
Neighborhood Organization
2015 Annual Report

Neighborhood Organization Information - *please confirm*

NEIGHBORHOOD ORGANIZATION

Seward Neighborhood Group

ORGANIZATIONAL INFORMATION

Neighborhood Organization

Contact:

Kerry Cashman

Organization Address:

2323 E. Franklin Ave.

Organization Address 2:

Organization ZIP:

55406

Organization Email Address:

admin@sng.org

Organization Phone Number:

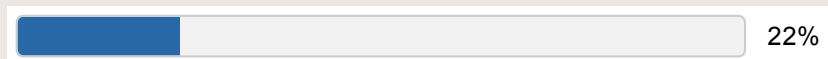
612-338-6205

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
02	24	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 are using E-democracy Seward Neighbors Forum to add to our in person discussions. After numerous Community Development Committee meetings the discussion continues online and then starts at a new level at the next meeting. These discussions involve people who don't traditionally attend our meetings.

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?

850 flyered

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 flyer for important licensing and for variances coming before the Community Development Committee. We flyer on a one block radius to the place that is being discussed (liquor licenses or parking issues. SNG's Community Facilitator in the Seward Towers fliers all 640 units for the monthly resident meetings in those buildings.

SNG has determined that flyering is not an effective way to reach households and is also not environmentally friendly. We have developed a new process for notification throughout the neighborhood that includes use of SNG's electronic e-mail lists, the Seward Neighbors E-Democracy on-line forum, and notification of Block Leaders as a way to reach across the electronic divide. The quarterly Seward Profile publication, is direct mailed to all households (including those in apartment buildings), is also a vital part of SNG's outreach to the neighborhood.

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?*

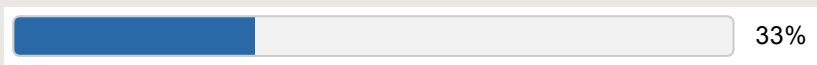
We also promoted and organized National Night Out.

We are working hard to include our East African population we had a Somali Oud musician playing at Open Streets and Kings Fair. We also planned a neighborhood clean up that was focused primarily north of Franklin and with the residents of the Seward Towers West.

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):

Asked for input during King's Fair, our neighborhood festival and during Open Streets.



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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):

We organized a landlord training with the Minneapolis Police Dept to work with neighborhood landlords and help them be better more responsive landlords.

Worked to have Somali Weavers included in our Seward Winter Frolic.

Partnered with Cycles for Change to lend out bikes to individuals who traditional have not had access to bikes.

Continued a sewing circle in East and West Seward Towers.

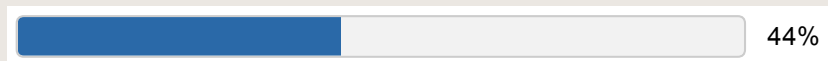
Worked with our resident organizer in the East and West Seward Towers

Worked with Cycles for Change and became a site for the Community Bike Lending library lent out 10 bikes to residents without access to bike ownership.

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?

SNG works very hard to get a more diverse board membership. Every year we are successful electing a very diverse board and then as the year progresses we are unable to keep all of our board members. We are working on retention of our more under represented groups. We are open to suggestions on retention. Thanks.



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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?

5

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?

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?



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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

In 2015 we organized our biennial neighborhood festival, King's Fair. This is a successful festival that brings both businesses and residents into Matthews Park to enjoy a day in September together. We have local music, food, games and a petting zoo. This festival is loved by all Seward residents and is a wonderful community gathering. This year we estimated around 1500 residents and feel this is about our perfect attendance for the day. We were able to survey residents on environmental issues, educate around the new city composting and ask for input on neighborhood priorities.

MAJOR HIGHLIGHT #2

One of the issues that Seward continues to face is the lack of integration between the majority white community who primarily live south of Franklin Ave. and the East African community who lives primarily north of Franklin Ave. This year we decided to work on connections with parents of preschool age children. We organized 2 different events held in the Seward Towers for parents of children enrolled in the Seward Childcare Coop and families living in the Seward Towers. They were powerful interactions between the two groups. Most of the parents from Seward Child Care Center had never been inside either of the Seward Towers and the interactions broke down some of their previously held assumptions.

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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