

**1. NEIGHBORHOOD ORGANIZATION**

**Holland Neighborhood Improvement Association**

**2. ORGANIZATIONAL INFORMATION**

Neighborhood Organization Contact: [Jovan Speller](#)

Organization Address: [1900 Central Ave NE](#)

Organization Address 2: [#108](#)

Organization ZIP: [55418](#)

Organization Email Address: [holland@hnia.org](mailto:holland@hnia.org)

Organization Phone Number: [612-781-2299](tel:612-781-2299)

**3. ORGANIZATION WEBSITE AND SOCIAL MEDIA**

Website: <http://www.hnia.org/>

Facebook: <https://www.facebook.com/HollandNeighborhood/>

Twitter: [https://twitter.com/holland\\_mpls](https://twitter.com/holland_mpls)

Other: <https://www.instagram.com/hollandneighborhoodmpls/>

**4. 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.

**03/15/2018**

# Community Participation Program

## WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2017?

5. **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

6. **DOOR-TO-DOOR** (please check all that apply)

Door-Knocking (with goal of face-to-face engagement)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- For more than one issue/outreach effort
- On a routine basis
- Conducted primarily by staff members
- Conducted primarily by volunteers
- Carried out primarily to increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

7. **Approximately how many households did you reach through DOOR-KNOCKING in 2017?**

80

8. **FLYERING** (please check all that apply)

Distributing flyers (dropping literature at doors)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- Carried out primarily to inform and increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

9. **Approximately how many households did your organization reach through FLYERING in 2017?**

1922

10. **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.)

11. **COMMUNICATION** (please fill in all that apply)

Print a paper newsletter (If so, at what frequency?) N/A

Number of subscribers to your email list 547

Number of followers on Facebook and Twitter Combined 622

12. **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

**Other activities** (please describe here):

- Hotdish Revolution: In 2017 we hosted the 13th annual Hotdish Revolution, a signature Northeast Community event where all are invited and welcome. People of all ages enjoy the event and many enter a Hotdish into the cooking competition.
- Edison BBQ: sponsored the Eastside Community & School BBQ. All are invited. The event started as one for Edison staff and Holland stakeholders but it's grown dramatically over the years! In 2017 over 3000 people attended.
- Edison Plaza & RiverFirst demonstration Area: brings the hidden aspects of green/sustainable technology into the public realm.
- General meetings: hosted 11 general neighborhood meetings for all Holland stakeholders the 2<sup>nd</sup> Thursday of every month from 7-9pm. Meeting topics included:
  - Hook and Ladder 118 units of affordable housing project (3 monthly meetings sharing project and requesting input),
  - Jefferson St Right of Way development and linear park,
  - East Side Storage and Maintenance Facility development and public art project info and opportunity for feedback,
  - 695-699 Lowry development proposal info and opportunity to ask questions, community discussion regarding UPI site
- Began to develop policies on a task force centered working board model where community members can work on projects of particular interest to them (non board level leadership roles), or join project-specific task forces, under the umbrella and oversight of HNIA.
- Increase our capacity for outreach and community engagement by following a working board model while creating project related Task Forces. Task forces are not only linked to HNIA but are also supported by the board. Any stakeholder is welcome to participate, work and collaborate within a Task Force, in hopes that each Task Force member may feel a sense of empowerment while doing so.
- Formed various project related Task Forces and empowered members to complete their tasks. One example is the Land Use Task Force aka the Real Estate Development Task Force created to field development and other real estate related requests.
- Formed Land Use task force to field development and real estate related requests
- Planted a pollinator Garden at the Edison Innovation Field backstop.
- Contracted with Spark Y to manage our Community Garden, improved board knowledge of community garden and garden contract, leveraged skills of board member (Master Gardener) to advise board and manage garden, brainstormed next steps for 2018 strategic plan for community Garden

**13. Please provide an estimate of VOLUNTEER HOURS provided to your organization in 2017**

468

**14. 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):

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

We have a unique relationship with our only public school Edison High School. Many board members consider Edison the jewel of our neighborhood and many of our fundraising and community activities are centered around Edison Highschool. Always looking to the future, we consider Edison outreach efforts to be a great method of recruiting future board members and community leaders.

# Community Participation Program

## PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

Consider the following when describing each highlight:

- 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?

### 17. **MAJOR HIGHLIGHT #1**

The Annual Eastside Community & School BBQ was founded by Holland Stakeholders. Over the years attendance has grown from 300 to 3000. The issue has always been the lack of connection between local business, stakeholders and our schools. The opportunity for all to work together on a common purpose has always been here as well. Every year, more and more people volunteer to help. Every year more and more businesses agree to sponsor. Each year, volunteers have an opportunity to collaborate and work on the event. In every year since the inception, Holland Board Members have played key roles in the BBQ. The spirit of our community is positively impacted year after year. The event has grown beyond Edison and Holland and Northeast, that's why it's named the Eastside Community & School BBQ.

We don't get a video every year but here's a couple of links that will give a sense of what the BBQ is all about.

<https://www.youtube.com/watch?v=LP83p4Jt4Uk> 2013 BBQ

<https://www.youtube.com/watch?v=ozY3ldxCrKQ&t=3s> 2015 BBQ

### 18. **MAJOR HIGHLIGHT #2**

This year HNIA sponsored a Watershed by Bike tour with grant funding from Mississippi Watershed Management Organization. We partnered with poet, musician and photographer Ben Weaver on 2 bike rides. The group made several stops en route to experience the Mississippi watershed area and discuss questions such as: What is a watershed? How big is your watershed? How can we nurture a healthy relationship with the great Mississippi River through daily choices we make that impact the watersheds in which we live? Ben Weaver shared his music and poetry along the way.

<https://www.mwmo.org/events/watershed-by-bike/>

<https://www.mwmo.org/events/watershed-bike-ii/>