

1. NEIGHBORHOOD ORGANIZATION

Marcy-Holmes Neighborhood Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Chris Lautenschlager](#)
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Organization Address 2:
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Organization Phone Number: [612-623-7633](tel:612-623-7633)

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: www.marcy-holmes.org
Facebook: www.facebook.com/MarcyHolmesMpls
Twitter: www.twitter.com/MarcyHolmesMpls
Other: www.instagram.com/MarcyHolmesMpls

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.

03/20/2018

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?**

150

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?

200

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?) No

Number of subscribers to your email list 655

Number of followers on Facebook and Twitter Combined 1378

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):

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

1650

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):

In September 2017, MHNA organized a meeting of 75+ residents, property and business owners, over issues surrounding late-night criminal activity near the intersection of University Avenue SE and 6th Avenue SE. Our organization flyered, doorknocked, and sent out multiple message through our online network, asking concerned individuals to come to First Congregational Church to meet with 3rd Ward Council Member Jacob Frey and representatives from the city's inspections department.

MHNA joined to off-campus housing/living fairs organized by the UMN's Office of Off-Campus Living. Our staff spoke with 150+ UMN students about the existence of our neighborhood and the opportunities to get involved in our organization.

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?

For our 2nd Annual September Ice Cream Social, MHNA closely worked with the University of Minnesota, the Dinkytown Business Alliance and the University Lutheran Church of Hope to reach out to students and other renters on the east side of our neighborhood. Unlike our 2016 event in Holmes Park on the West Side of the neighborhood, 2017's event was located in the center of student-renter territory, two populations that we would like to work with more in our organization.

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**

Over the past two years, our MHNA Creative Places Committee has had a number of informal discussions within our regular committee meetings about how we can best fulfill our mission to engage, support, celebrate and contribute to the culture of our neighborhood. Throughout these discussions, there has been a strong desire expressed to find creative solutions to issues central to the cultural, social and economic identity of the Marcy-Holmes neighborhood-issues such as:

- neighborhood identity
- creating connections among diverse populations
- strengthening intergenerational relationships
- building relationships between art and commerce
- initiating sustainable creative activities that contribute to the livability of the neighborhood

In 2016, the Marcy-Holmes Neighborhood Association was awarded a grant from the U of M Good Neighbor Fund to host a series of community salons to explore topics of interest to the neighborhood.

Executed in 2017, we chose the format of an informal salon to encourage creative, engaged conversation. Our goal throughout this process was to hear and capture perspectives and ideas about the items listed above. Information and insights would be shared with other neighborhood stakeholders and would help frame discussions and the work we carried out in the remainder of 2017 and beyond.

On February 1, 2017, the MHNA held the first of its community salons at The Soap Factory. Forty-five participants attended, with small-group moderated discussions regarding the topic of "neighborhood identity." The discussion was notated by scribes and a sketch artist captured the event's main theme. Photographs and documentation were distributed to all attendees, and has contributed to the MHNA's ongoing discussions about identity.

On September 23, 2017, as part of the MHNA annual Ice Cream Social, we held the second community salon at University Lutheran Church of Hope in Dinkytown, focused upon "positive messaging" for the community and the work of local artists. Art activities were conducted to facilitate discussions; displays of neighborhood art was present as well as a touchscreen demonstration of historical art inspired by the neighborhood.

On November 19, 2017, our final community salon was held at First Congregational Church,

focused on the role of the neighborhood parks and public spaces, with an emphasis on Elwell park. Scribes gathered comments and submitted them to the Minneapolis Park and Recreation Board as contributions to the planning process for public parks east of the river.

To summarize the insights and discussions from the three salons, we've constructed a Community Conversations page on the MHNA website, featuring images and copy from the events.

18. MAJOR HIGHLIGHT #2

Building off of the success of our first event in 2016, the Marcy-Holmes Neighborhood Association proudly held its 2nd Annual September Ice Cream Social on Saturday, September 23, 2017. Despite the agreeable Holmes Park location of our first event-which remarkably served over 150 participants in our inaugural year-MHNA wanted to more directly reach out to under-represented segments of our community. In 2017, we hosted this event in the epicenter of the student and renter community of Marcy-Holmes, just steps from the Dinkytown business district.

Unlike our first year, where MHNA ran its event alone, in 2017 we partnered with the University of Minnesota, the Dinkytown Business Alliance, and the University Lutheran Church of Hope. The event was well advertised through each partner network, and on the UMN's college station, Radio K.

Also new this year was that our organization actively recruited local non-profit organizations, as well as city and county services, and offered them tabling opportunities to meet with the large student-renter population largely new to the area. MHNA also extended invitations to all 2017 candidates for local office (Mayoral, City Council, and MPRB office) for table space and the opportunity to discuss local issues with new voters (MHNA charged candidates a small, \$25 fee to candidates to offset our costs, we didn't charge the other aforementioned groups).

In all, we offered a casual, music and art filled afternoon to our neighbors (both new and old), that allowed them to get acquainted with the mission of our organization, the issues that we are concerned with, the local groups and services that can assist them in the time they are living in Marcy-Holmes (whether that amount of time be an academic year, or a number of decades). We provided an assortment of activities for all guests, whether they were games for the neighborhood toddlers or trivia for our Marcy-Holmes seniors.