

1. NEIGHBORHOOD ORGANIZATION

East Isles Residents Association (EIRA)

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Molly Fleming](#)

Organization Address: [2751 Hennepin Ave S, #294](#)

Organization Address 2:

Organization ZIP: [55408](#)

Organization Email Address: info@eastisles.org

Organization Phone Number:

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: www.eastisles.org

Facebook: [@East Isles Residents Association](#)

Twitter: [@EastIslesMpls](#)

Other: Instagram: [@eastislesresidentsassociation](#)

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.

02/27/2019

Community Participation Program

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2018?

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 2018?

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

Other activities (please describe here):

13. Please provide an estimate of **VOLUNTEER HOURS** provided to your organization in 2018

900

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?

In 2018 we launched the East Isles Farmers Market. Not only does it provide a way for EIRA to be present and available for community questions and comment at a local event every Thursday in the summer, but it also benefits the community. We are activating an underused park, providing free music and education opportunities, and providing fresh and local produce and goods to our neighbors. We are also worked on a few other parks projects this year, renovating the warming house at the Lake of the Isles Ice Skating rink and removing invasive species along the lake. We believe both of these projects are to the benefit of the neighborhood, both in terms of the people and the environment.

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

In 2018, EIRA launched the new East Isles Farmers Market. This market was a first of its kind partnership with the Minneapolis Parks and Rec Board; with EIFM being the first farmers market on MPRB land. The market was a smash success, with dozens of vendors, food trucks, musicians and educators every week throughout the summer. Through the market, we have a weekly event that gets our name out there and is attended by people of all ages. Its has activities that interest people of all ages and ability levels and given that its right off the Midtown Greenway and the Uptown Transit Station, it is one of the most accessible farmers markets in the city. This market gets our name out there and also showcases and leverages the neighborhood assets we have in our parks. Last summer we had over 6000 visitors. This market was born out of the desire to engage a broader and more diverse audience and do something to attract renters from the nearby buildings to attend out events and learn more about us. We also had a number of community volunteers, and hired some market staff from the surrounding neighborhoods. According to a study complete by the University of Minnesota Farmers Market Metrics project, our market had an average of over 90% of visitors walking, biking or taking transit to the market. We took this to mean that the East Isles Farmers Market is a true community asset.

18. MAJOR HIGHLIGHT #2

This year we brought a lot of attention and focus to our neighborhood security grants. As a neighborhoods, we have had many conversations this year about neighborhood safety. We had over a dozen homeowners sign up for home security grants. Meanwhile, the neighborhood continues to debate if cameras around certain public areas would benefit overall safety. in 2018 EIRA worked with law enforcement and other stakeholders to see how best to advance out goals in this area into 2019.