

## 1. NEIGHBORHOOD ORGANIZATION

### Holland Neighborhood Improvement Association

## 2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [J'von Sims](#)

Organization Address: [2546 Central Ave NE](#)

Organization Address 2: [Minneapolis, MN](#)

Organization ZIP: [55418](#)

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

Organization Phone Number: [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.

**03/13/2019**

## Community Participation Program

Stakeholder Involvement – Basic Outreach and Engagement

### 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?**

0

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 2018?**

3500

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 No  
(If so, at what frequency?)

Number of subscribers to  
your email list

Number of followers on 622  
Facebook and Twitter Combined

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)
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- ☐ Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented

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

- Hotdish Revolution: hosted a cooking competition for all ages for the 13th year.
- Edison BBQ: sponsored the Edison BBQ which brings together parents, teachers, and staff at Edison HS with Holland stakeholders and neighbors allowing targeted outreach utilizing the 2000 Watt Society. Attendance estimated at over 2000 people.
- 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 2nd -Thursday of every month from 7-9pm. Meeting topics included: Hook and Ladder 118 units of affordable housing project, 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.
- 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 2018**

**300**

**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
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- ☐ 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

Affordable housing is a concern in the Holland neighborhood. Meetings were held with stakeholders concerning two major developments in the area. The Hook and Ladder project at 2212 Jefferson Street incorporates considerable neighborhood input. A project developed by Yellow Tree Development at 2333 Jackson Street is also underway with input from the community

### 18. MAJOR HIGHLIGHT #2

None