

## 1. NEIGHBORHOOD ORGANIZATION

### **Marcy-Holmes Neighborhood Association**

## 2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Chris Lautenschlager](#)

Organization Address: [500 8th Avenue SE](#)

Organization Address 2:

Organization ZIP: [55414](#)

Organization Email Address: [chris@marcy-holmes.org](mailto:chris@marcy-holmes.org)

Organization Phone Number: [612-623-7633](#)

## 3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: [www.marcy-holmes.org](http://www.marcy-holmes.org)

Facebook: [www.facebook.com/MarcyHolmesMpls](https://www.facebook.com/MarcyHolmesMpls)

Twitter: [www.twitter.com/MarcyHolmesMpls](https://www.twitter.com/MarcyHolmesMpls)

Other: [www.instagram.com/MarcyHolmesMpls](https://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.

**02/19/2019**

## 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?**

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?**

400

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 667

Number of followers on Facebook and Twitter Combined 1542

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

1700

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?**

When the newly-elected board convened in 2018, we set out to create additional task forces to help us at MHNA arrive at some more organically-driven projects for the year and beyond. Although these task forces were chaired by MHNA board members, the participation in each group was led more by residents who may or may not have had previous relations with MHNA. This empowered many of our residents to arrive at their own projects which fostered some novel solutions.

As an example, MHNA facilitated a small Parking Task Force throughout most of 2018. This group—90% of whom were not board members—successfully commissioned a parking study for a majority of the West Side of Marcy-Holmes (with the belief that it is commonly understood that the East Side of the neighborhood is 90-100% parked up every day). The purpose of the study was simple: to demonstrate to the City Council, CPED, and potential developers that there is a significant, and consistent demand for on-street parking on the West Side of the neighborhood.

Yet this relatively independent task force went one step further—it didn't just want to document that parking is a formidable challenge in the neighborhood, it wanted to help eliminate some of the common parking violations that occur because of this oversaturation of cars. Working with the Minneapolis Police Department and the 2nd Precinct's Attorney, this task force created a parking notice program. Here, volunteers would place educational notices on cars that were violating any one of a number of parking violations (blocking a driveway, parked within 30 feet of a stop sign, parked more than 12 inches from the curb, etc). Because on-street parking is at a premium in Marcy-Holmes, drivers sometimes violate these laws, creating potential safety hazards for pedestrians, bicyclists, and even other drivers.

# 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 Spring 2018 MHNA was awarded a Good Neighbor Fund grant by the University of Minnesota for a project called, “A Road Map for the Future of Greater Dinkytown.” This project is a first step in developing a vibrant vision and implementation plan for the “Greater Dinkytown” community, defined as the Dinkytown business district and the Marcy-Holmes East Side Character Area of the neighborhood. Greater Dinkytown extends from 35W to 15th Avenue SE, and from University Avenue north to the BNSF railroad.

The historic challenge for the Marcy-Holmes neighborhood is representing the interests of both the single-family homeowners on the west side of the 35W corridor, and the students in the student housing on the east side of Marcy-Holmes, closest to the University. This challenge has been exacerbated for both Marcy-Holmes and the Dinkytown business district by the change in zoning and intensification of student housing development within the boundaries of and adjacent to the Dinkytown commercial district.

The change in zoning has shifted the balance of residential and business interests and created new shared safety, economic, and social concerns. It has not increased business viability for the district, however. The district has, in fact, suffered a continuing dip since high-density student housing displaced business institutions and altered the commercial and architectural character of the four-square blocks of Dinkytown.

This year’s project has focused on establishing a collaboration that addresses changes in the balance of residential, business, neighborhood, and University area development. Its purpose has been to

- (1) provide an environment to explore common goals and concerns, issues and opportunities;
- (2) develop a joint vision for Greater Dinkytown, including as many interests as possible; and
- (3) further possibilities for campus-community collaborations and partnerships.

For this to happen, a stronger sense of shared ownership of and responsibility for the sense of community, safety and livability, and economic vitality of Greater Dinkytown area is needed; and it needs to be a sustainable, rather than a one-time, effort. This project will address these issues by

- (1) creating a 10-year shared vision and strategic road map for how a Greater Dinkytown community can develop;
- (2) developing the foundation of a strategy to attract and retain desirable businesses and services to serve the community; and

- (3) outlining a plan to create an organizational vehicle with the capacity to increase engagement in the community and manage, market, and maintain the Dinkytown commercial area over the long term.

Once we were awarded this grant, MHNA assembled a consulting team that undertook a visioning process that has built upon our 2014 Master Plan and other previous studies. This team has been composed of

- (1) An Urban Planner, who worked on the Marcy-Holmes Master Plan Update and the Dinkytown Commercial Historic District study and designation
- (2) Two specialists whose work focuses on “university town” environments and community development organizations, and
- (3) MHNA and contributing organizations will disseminate information about the workshop through websites and email and will help attract and select participants.

This team designed and developed a workshop involving members of the following communities: neighborhood residents, student residents and commuters, University faculty, alumni, business/property owners, city representatives, and visitors from the metro area. It was held at University Baptist Church on Saturday, October 20, 2018. See MN Daily article: <https://www.mndaily.com/article/2018/10/ctdinkyfund>

At the workshop, our team divided participants into groups that represent the various communities and selected a leader for each group. The groups were given topics and issues and used exercises and discussion to come up with creative directions. Group leaders presented their findings to the workshop as a whole.

By way of this meeting last fall, our consulting team is still working with representatives of key stakeholders in the area—MHNA, the Dinkytown Business Alliance, Preserve Historic Dinkytown, the University of Minnesota, the University District Alliance, student groups, and the City of Minneapolis—to create a document that outlines a 2025 shared vision for Greater Dinkytown. It will cover needs of the residents in terms of safety, housing, social services, and commercial offerings.

To be completed in March 2019, this vision will be documented as a strategic road map that will serve as the basis for further work in Phases II and III of this project. In Phase II, the consulting team will develop a detailed strategy for retaining desirable businesses and attracting new businesses, using the results of Phase I as one source of input. Finally, in Phase III the consulting team will create an implementable plan for an organizational vehicle to carry out the elements of the road map and to manage, market, and maintain the district.

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

Now in its third year, MHNA held its annual September Social on Saturday, September 30, 2018. Keeping with tradition, we once again relocated the event to a new location, holding it this time in Elwell Park.

Also known as “Turtle” Park, Elwell is a small pocket park built upon a former housing parcel on 6th Street SE, between 7th and 8th Avenues SE. The reasons for choosing this location were simple: not only is it a central location in the neighborhood, but MHNA also wanted to highlight a park that we have been strongly associated with for well over twenty years. In the late 1990s,

HNA dedicated considerable time and resources to improving this relatively underutilized location. Back then, we partnered with a local mosaic artist, as well as Marcy Open School, to bring an array of neighborhood driven improvements to this park. We had recently discovered that much of this art had to be rehabilitated or replaced, or it would be subject to removal by the Minneapolis Park & Recreation Board.

Although MHNA had been fundraising on this project for a number of months, we needed to continue drawing neighborhood attention to this project, for fear that we wouldn't reach our goals and fulfill our long-standing obligations to the MPRB. MHNA invited residents, local businesses, and elected officials to a casual atmosphere where attendees could enjoy ice cream, hot chocolate and coffee. We also engaged a well-known local artist who entertained and worked with attendees on a simple art project.

By reigniting neighborhood attention to this park, we were able to secure full funding of the rehabilitation of Elwell. The restoration work will be completed in Summer 2019.