

Community Participation Program

1. NEIGHBORHOOD ORGANIZATION

Midtown Phillips Neighborhood Association, Inc.

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Jana Metge & Ismail Haijj](#)
Organization Address: [2828 10th Ave So.](#)
Organization Address 2:
Organization ZIP: [55407](#)
Organization Email Address: midtownphillips@gmail.com
Organization Phone Number:

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: Midtownphillips@gmail.com
Facebook: [midtownphillips](#)
Twitter: [NA](#)
Other: [Monthly Newsletter available via email](#)

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.

02/12/2019

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?**

600

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?**

1440

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 8
(If so, at what frequency?)

Number of subscribers to 1,200
your email list

Number of followers on 400 followers on facebook
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)
- Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented

Other activities (please describe here):

We did an Asset Mapping project which was organized by Waite House, an Outreach Partner.

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

1500

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):

Supported National Nite Out parties, Recruited Mad Dads as Outreach Partners on Lake Street & with blocks to promote resources and enhance neighborhood safety; we coordinated a 'Midtown Zone' at Lake Street Open Streets featuring food trucks operated by Midtown residents, a stage featuring Phillips multi cultural musicians, and featured resource tables and interactive activities by our Outreach Partners to engage community. We engaged Somali TV to film events and activities, promote our activities, filmed and promoted engagement on the 2040 plan and Neighborhoods 2020 gatherings. We also partnered with KALY Somali Radio. Banyan Community hosted monthly block leader breakfasts and to sustain and build new block clubs. We engaged with St Paul's Lutheran Church and Heart of the Beast Puppet and Mask Theatre to enhance the public realm by organizing the youth of Phillips thru the Arts. One of the outcomes of this partnership were stories of Neighborhood Helpers which turned into a play honoring Mr Rogers and his neighborhood. Then this play and the interviews went into film. Neighbors were interviewed by the youth and those interviews used to develop a play and archived thru film. There are butterfly garden boulevards. There are beautiful mosaics on cement garbage containers. There are poems on telephone poles. Community is enhanced and strengthened thru this partnership. We also worked on a Neighborhood Signage project which was installed on poles by the Public Works Department this year.

We hosted 8 Community Meetings to cover topics such as proposed neighborhood development, safety strategies, Issues on Neighborhood rental properties, issues on public Park usage by the neighborhood vs rentals, Community Outreach Partner presentations & sharing, Conversations with Park Police, Adopt a litter container presentation, watched the Neighborhood Helper filmed interviews at Heart of the Beast, assisted in organizing and attending a January 2040 Mpls Comp Plan workshop. Finally, we has an Info booth with Ventura Village at Franklin Ave Open Streets.

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?

This seems to be the only spot for revitalization activities. We partnered with East Phillips to dedicate NRP funding towards a dream to save and renovate our neighborhood indoor pool. We worked with Rep Karen Clark and Mpls Parks and Recreation Department. We not only saved the pool but we were able to renovate and expand one pool AND build a second pool. We are able to section off one pool to allow for cultural accommodations for Somali women. We saw the Phillips Aquatic Center's Grand Opening this year. Through our Waite House partnership, the youth surveyed the area surrounding the pool to gather information on what our youth and families needed with regards to this pool. The youth then presented their findings to Park Staff. Their findings were then incorporated into plans and programming of this Aquatic Center.

The other big project this year was working with the County to redo the landscaping on the CEPRO site, host a day long activity session to gather community input on programming and use of this site, and to map out future expectations. We then worked with Hennepin County Community Works staff, Midtown Greenway staff, and the Mpls Park Board to get the CEPRO site integrated into the Southside Area Service District 20 year plan and last week provided testimony which resulted in a unanimous vote of the Park Board to purchase this site from Hennepin County. Unused NRP funds were returned to Midtown and we look forward to partnering with MPRB to program this site this summer and for summers to come. Allina Foundation donated office space to us, shared by the Midtown Greenway staff which opens up at the CEPRO site. We look forward to future engagement with Midtown Exchange residents thru the utilization and programming of this new Park Land.

We kicked off a Home Repair Revolving Loan program with CEE and put together a Home Repair Emergency Deferred Loan program. Both of these were done with NRP dollars. We still have funds to create a down payment program for 2019.

Finally, groundwork was done to implement a Public Art on Utility Box project to be implemented in 2019. Through our partnership with St Paul's & HOTB, we will work to implement this project in 2019.

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

Community Outreach Partners

We have dedicated a substantial amount of our annual CPP funding to partner with neighborhood organizations, registered non profit organizations with the State of MN to build community, enhance the neighborhood's capacity, and to enhance the organization's capacity.

1. A Call to Partner was posted in our Neighborhood Newspaper, via Emails, and in the MPNAI monthly Newsletter.
2. Potential Partners write up how they could help us Engage Community.
3. Partners are selected and Memorandums of Understanding created.
4. Each boardmember is assigned a partnership to communicate with and monitor partnership.

2018 Outreach Partners were:

Banyan Community - They organize and host monthly block leader networking breakfasts. Several breakfasts includes speakers - City or county staff or non profits, presenting on programs & resources available to community. Banyan also dedicates a staff person to sustain block clubs, organize new block clubs, and support August National Night Out Parties. They also hosted two Community Mtgs.

New Community Church - conducted outreach for a 'Fruit Tree in Every Yard' initiative as well as developing food gardens, promotion of healthy eating, and recipes for the food grown.

St Paul's Lutheran and In the Heart of the Beast Puppet and Mask Theatre - They do Community Building - Neighborhood Restoration - Public Improvements - Public Art - all thru Youth organizing and involvement. Their projects are described in the previous question. Both HOTB and St Paul's hosted a Community Meeting.

Mad Dads of Minneapolis partnered with us on neighborhood safety by being on the street, intervening in negative street activity, sharing resources, and listening to folks. They provided a positive influence in areas of high crime.

Somali Radio - Shared Neighborhood and City information thru radio interviews and reading collected printed information.

Somali TV videotaped and promoted all Events, City Projects, and meetings. They also turned two of our events into YouTube videos for ongoing promotion. They promoted Phillips Clean Sweep which led to a 750 person volunteer involvement! They attended a planning meeting and interviewed the volunteer staff.

New American Youth Soccer Club organized families to Events and Community Meetings, arranged Community Meetings to be hosted at the Islamic Center, assisted with set up and promotion of the Midtown Festival at Lake Streets Open Streets, Phillips Clean Sweep, and the Annual Meeting for the Midtown Phillips Neighborhood.

Waite House conducted Asset Mapping and surveying families on what they wanted our Phillips Aquatic Center to be, compiled their results, and presented to MPRB Headquarters staff. Waite House hosted a Community Meeting.

Bethlehem Baptist Church has an outstanding partnership with Midtown & East Phillips. Over 100 Bethlehem constituent families live in Phillips. Bethlehem not only posts Community Meetings and Events, but also donated equipment we need at events saving us thousands of dollars in rental fees.

For example, at the Midtown Phillips Festival they provide the Stage for Entertainment, low tables & chairs, high top tables, Large tents to shade the audience, small tents to create green rooms for the audience, and green room refreshments. For Phillips Clean Sweep they actually made pots of hot soup for all volunteers, brought cookies, provided volunteers to organize litter pick up in three of the four partnering neighborhoods and publicized to all Bethlehem members who live in the Phillips Community. They also provide equipment and a stage to the East Phillips Summer Festival in June.

Midtown Safety Center - Midtown is a partner with Phillips West in sustaining this community safety center. In partnership with MPD there is a Community Crime Specialist assigned to staff the center and in partnership with Hennepin County, neighborhood probation offices are there. A domestic violence social worker maintains office hours at this center. Community can hold meetings here. It is a spot where Residents, Businesses, Corporations, Metro Transit, MPD, Hennepin County, Mad Dads, St Stephens Street Outreach can all come together and share information, cooperative - coordinate - communicate - collaborate. Additionally, the Community Crime Specialist runs the monthly Court Watch project for both Little Earth of United Tribes and the greater Phillips Community. This started as a Phillips Weed & Seed project and has been sustained by Phillips West and the partnership of Midtown and Corporations who provide funding to keep the Safety Center open and partnerships functional.

18. MAJOR HIGHLIGHT #2

Phillips Community Clean Sweep

This is an annual partnership of Midtown Phillips, East Phillips, Phillips West, Ventura Village, and City of Minneapolis Solid Waste and Recycling.

There are 2 features of this Event:

1. We raise funds to hire garbage trucks to pick up as much trash as folks want to put out, at no cost to them. We also arrange for Specialty Trucks which pick up dumped tires, mattresses, furniture, appliances, electronics, and household construction items.
2. Litter Pick up from 9-Noon. People check in at one of two Breakfast sites; gather supplies, have breakfast, reunite with each other, and pick up their TShirt. Volunteers assign an area to teams to pick up Litter and mark it off on a Master Map. Approximately 200 blocks plus the Midtown Greenway, Bloomington Ave., 29th Street are cleaned of litter and trash.

A planning team of 15 volunteers which staff the Event is put together, each one responsible for one aspect of the Event. Planning begins the week after National Night Out and meets weekly up to the Event and the week after to Evaluate.

Event Areas staffed by a volunteer staff are:

TShirts - a youth design contest is organized which selects our annual logo. The staff Coordinator determines quantity & sizes, orders the Shirts, and delivers to both Breakfast sites.

Fundraising - The Event raises \$8-\$12,000 per year in cash donations and another \$5-\$8,000 on InKind Goods and Services. This year we partnered with Alliance for Sustainability, which was a new partner. This staff person is the point person for fundraising.

The 2018 Sponsors were:

Abbott Hospital / Allina
Alley Newspaper
Alliance for Sustainability
Banyan Community
Bethlehem Baptist
Center for Changing Lives
DJR Architects
East Phillips Improvement Coalition
HN County Sentencing to Service
Islamic Center
LHB Architects
Little Earth of United Tribes
Mad Dads
Midtown Phillips Neighborhood Association, Inc
Midtown Safety Center
Mpls Parks & Recreation/Stewart
MN Teen & Adult Challenge
New American Youth Soccer Club
Park Ave Resources
Phillips West Neighborhood Org
Somali TV
The Alley Newspaper
Thrivent Financial Services
Ventura Village
Wellington Development
Wells Fargo
Welna Hardware I

West side Breakfast Coordination - Lutheran Social Services / Center for Changing Lives hosts one site for Phillips West and Ventura Village.

East side Breakfast Coordination - Welna Hardware hosts the breakfast for East Phillips, Midtown Phillips, Little Earth of United Tribes. Sentencing to Service and MN Teen/Adult Challenge and Garbage Trucks all check in at this site.

Abbott Northwestern donates Breakfast for both sites.

Lunch Coordination - Lunch is at Stewart Park with food donated by Bethlehem Baptist, Open Arms, and Mad Dads.

Compost Coordinators - This is a zero waste event.

Promotion - Flyers are done in multiple languages, articles and Ads are created for the Alley Newspaper, all Partners post thru Email lists, Facebook, and Websites. Flyers are distributed block x block, door to door. Flyers are put at parks and Breakfast sites, banner is hung at Welna Hardware the week prior reminding folks of the Event.

Years ago we had Event reminders placed in water bills for the Phillips hoods. That has not occurred since Susan Young left. We wish it would.

Volunteer Coordination of Litter Teams.

Resource Fair Coordinator - An Environmental Resource Fair is a part of this Event. It is set up during lunch.

Overall Event Coordination completes the 15 Volunteer Event Staff positions.

We had a minimum of 750 participants in 2018. It was the 16th Annual Phillips Clean Sweep Event. There is a YouTube video documenting this Event. Search under Phillips Clean Sweep 2018.