

1. NEIGHBORHOOD ORGANIZATION

Sheridan Neighborhood Organization

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:	Nailah Taman
Organization Address:	1304 University Avenue NE
Organization Address 2:	Minneapolis MN
Organization ZIP:	55413
Organization Email Address:	sno@sherdanneighborhood.org
Organization Phone Number:	612-379-0728

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website:	https://www.sheridanneighborhood.org/
Facebook:	https://www.facebook.com/snompls/
Twitter:	https://twitter.com/sheridan_mpls?lang=en
Other:	https://www.instagram.com/sno_mpls/

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.

03/07/2019

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?**

1639

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?)

We do not print a newsletter ourselves, but we print ads in the Northeaster. 1,227 Northeaster newspapers go to Sheridan residents. We send out an insert about our Fix n Paint program with the application annually, as well as place regular ads about community meetings and board elections. We send out e-newsletters on a bi-monthly basis atleast

Number of subscribers to
your email list

267

Number of followers on

637 on Facebook. 622 on Twitter. 86 on Instagram. 1345 total.

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):

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

965

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):

We did not include an ADA statement but where we hold meetings is accessible and we've begun to include a statement saying we will accommodate translation or childcare by request. We have involvement from renters in our Community Programming Committee, which advises the board

on how to spend money. We have promoted the Broadway Coalition survey, which intends to ask for pedestrian, bicycle and car commuting feedback to hopefully influence the county to make repairs on Broadway Street NE. We have promoted events for HATCH Minneapolis and the NE Arts District in our e-newsletter and on social media. Our staff person has begun to attend Minneapolis Renters Coalition meetings to better understand how neighborhood organizations are supporting renters in hopes of bringing tactics to Sheridan. One board member has worked hard to build a relationship with the Sheridan School in hopes of engaging with their audience and supporting them. The same board member has met with the American Craft Council in hopes of hosting events targeted at residents and local artists to further engagement and support, and to connect ACC with the Sheridan School to build a local business and education connection. We have relationships with other neighborhood organizations, notably STAWNO, PPNA, SAENA, Logan Park, Bottineau and the Northeast Neighborhood Network.

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?

Neighborhood Organizations and Associations are an essential conduit between NCR, Neighborhoods and residents, and the city. Our board of 7 is highly engaged and communicates on a daily or weekly basis, with monthly meetings in person as well as circulating learned information with other residents. Our board is completely volunteer based and work hard to create and further engage our direct community to create positive change, together. We feel neighborhood involvement sets Minneapolis apart from other cities by better providing a range of ways residents can interact with the city. We have a few residents that are highly engaged in particular projects and we are happy to provide technical and monetary support for their interests. We have been lucky enough to hire a part time staff member this year, which has resulted in increased communications to residents, improved partnerships similar organizations, and a bigger attendance at our meetings which equates to more widespread resident involvement. Historically, residents involvement with the city, especially to receive project funds has many deeply seeded social, political and economic barriers, and neighborhood organizations help alleviate some of those barriers by being a consistent and accessible resource.

All of those of us who attended the Community Connections Conference found it deeply inspirational and important and we would love to attend more educational opportunities alongside other similar organizations. We appreciate the opportunities presented through Learning Lab as well, and our staff member attended many of them and plans to this Spring as well. Some of the funding restrictions are detrimental to supporting residents in the way we'd like to; it is particularly hard to get city money in the hands of renters through the current funding restrictions. Also, not being able to spend NCR or CPP funds to purchase food is a huge barrier in effective outreach.

Addition of competent, resourceful and knowledgeable staff member. Switching our format to (almost) monthly board meetings and quarterly community meetings has provided a better structure for engaging residents in a way that is not overwhelming. Establishing regular CPC meetings with the attendance of NCR staff Stacy Sorenson has allowed for residents to have a more direct involvement in how funds are spent and provided a way for those residents to better understand how NO's work with the city and how much influence they actually have. Having new and seasoned voices, both through our board and our engaged residents have resulted in stronger leadership and partnerships spearheading our expanded efforts.

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

LOGO REDESIGN CONTEST

SNO hadn't had an updated logo in many years and wanted to open up the opportunity to the community to envelop our brand in a new logo. We had an open submission period of 2 months and advertised the contest in the Northeast, social media, paid social media ads, Nextdoor, and through the support of notable NE MPLS blogs/social channels. We encouraged artists and designers from anywhere in the Twin Cities to submit a design for the community to decide which one they liked best at our July community meeting. We ended up getting 16 submissions, which was much higher than we expected! We had public voting at our community meeting, which was restricted to only residents of Sheridan having input. We had a voting box for each submission and every resident was given some tickets to vote with. The winning design got a prize of \$300 and a congratulatory letter from our board, and we got a beautiful new logo for usage and lots of community input on their favorites.

18. MAJOR HIGHLIGHT #2

COMMUNITY MEETINGS VS BOARD MEETINGS

The issue we were facing as a board was making our regular board meetings engaging and not overwhelming for residents. We decided to switch to a quarterly community meeting structure instead of encouraging residents to come to monthly board meetings (they are still welcome to come and if they do attend we engage with them). By doing this and putting more effort in advertising our quarterly meetings, we have increased attendance and participation. For our quarterly meetings we have purchased pizza for attendees, and also held a potluck. We have had a table of materials from various organizations (City Health Department, Greenzone Task Force, CEE, Reading Partners, Northeasters, etc) for residents to take home and ask questions about. We typically have a few guests from various organizations to do a brief presentation or ask, and have had our CM Fletcher at a few for residents to directly engage with. We allow time for discussion at our quarterly meetings, and better utilize our board meetings for more business oriented tasks and voting.