

1. NEIGHBORHOOD ORGANIZATION

Victory Neighborhood Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:	Katie Fitzpatrick
Organization Address:	Victory Neighborhood Association
Organization Address 2:	2200 44th Avenue North
Organization ZIP:	55412
Organization Email Address:	info@victoryneighborhood.org
Organization Phone Number:	612-529-9558

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website:	victoryneighborhood.org
Facebook:	facebook.com/VictoryNeighborhood
Twitter:	@victoryneighbor
Other:	instagram.com/victory_neighborhood

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.

03/06/2019

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?**

1500

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?) Yes, quarterly

Number of subscribers to your email list 956

Number of followers on Facebook and Twitter Combined 1617

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

2200

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):

The Victory Neighborhood Association (ViNA) spent much of 2018 examining race and racism. We convened a series of gatherings on various topics like white privilege, implicit bias, and micro-aggressions. We worked with the YWCA, the Minneapolis Police Department, NCR, and an independent facilitator to do this work. The intention for the gatherings was to break down racism, better connect with neighbors of color, and affirm ViNA's commitment to inclusion and inclusive representation.

The work drew a number of new individuals to ViNA's gatherings. The participation doesn't seem to have sustained interest beyond the gatherings, but ViNA hopes to continue these discussions in an effort to improve its stakeholder representation and work better for all of its residents.

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?

Victory neighbors consistently express a desire for more businesses in the neighborhood. This is an area that has been challenging for the organization to develop, but in 2018, ViNA's Business Committee began to more effectively engage and support the businesses operating here. We established a grant program to help defray costs of commercial real estate improvements, we began convening quarterly happy hours where business owners could network, we advocated for infrastructural improvements that will benefit businesses, ViNA staff dropped in at businesses for informal chats with their owners, and we are now launching learning events where neighborhood business owners can connect and learn about tools that will benefit them. All of these efforts have resulted in more overall ViNA participation by neighborhood business owners and has resulted in commercial vacancies being filled with new businesses. The organization hopes the efforts will lead to a supportive neighborhood climate that brings more storefront businesses to Victory.

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

One important issue ViNA undertook in 2018 was traffic safety at 44th & Penn. As previously mentioned, the intersection is an important node for commerce and connection in the neighborhood. Hennepin County reconstructed the intersection in 2014, and since it reopened, four different buildings have been crashed into nine different times. Most recently, a restaurant was crashed into during the height of their brunch service. Fortunately, none of the crashes resulted in serious injury, but the small businesses on the intersection have suffered from rising insurance rates and from scared off customers and neighbors.

ViNA took the opportunity of the most recent crash to engage Hennepin County and the City of Minneapolis on safety improvements at the intersection. ViNA posted a call-to-action on its blog and encouraged community members to contact their city and county representatives demanding responsive action to the crashes. As a result, new traffic signs have been installed, new streetscape improvements will be installed in the spring, and the County has moved up intersection re-engineering by one year. ViNA is excited to see some progress on 44th & Penn safety and looks forward to more.

18. MAJOR HIGHLIGHT #2

With the closing of Housing Resource Center, ViNA spent 2017 examining how its housing funds would be allocated. The primary outcome of those discussions was the 2018 establishment of ViNA's home improvement rebate program. ViNA hired a coordinator to manage the rebate program and leveraged the new staff's availability to work on a number of other housing initiatives. The result has been improved service delivery across all of ViNA's housing programs; our lawncare program for seniors has expanded, we've reinvented our block club program to be more inclusive, and we now have the people resources in place to proactively address housing development and other issues in Victory. The additional staffing has contributed immensely to making ViNA's work more meaningful and more robust.