

Waite Park Community Council 2026 Engagement Plan

Neighborhoods covered

This plan is for the Waite Park Community Council, which represents the Waite Park neighborhood in Northeast Minneapolis.

Time frame

This plan will cover a one-year timeline, to be updated annually.

Work summary

The Waite Park Community Council in its strategic planning/goal setting workshop in spring 2025 adopted the following goal related to its annual neighborhood meeting:

AM-1: We will develop an outreach plan to welcome Spanish-speaking community members to participate in the annual meeting. The plan will include communications, translation services, and other engagement efforts.

We propose to use our 2026 Equitable Engagement budget to advance and build on this existing board priority. We would like to produce a large, high-quality, multi-lingual postcard to mail to every household in the neighborhood. The mailer will include a QR code directed to a webpage where people can find additional information in multiple languages, and also request accommodations such as interpreter services to help facilitate their participation in the annual neighborhood meeting and board election. Sample text draft:

Waite Park welcomes immigrants! Whether you are new to America or primarily speak a non-English language, we want you to be part of our community! We invite you to attend and participate in our annual neighborhood meeting. Scan the QR code for more information.

Scope of work, outcome and goals

The objective is to build on the success of our recent annual neighborhood meetings (attendance 75-150 people) and to specifically engage community members who are new to America and/or do not speak English as a primary language.

We will be able track visits to the QR code landing page and also measure requests for interpreters or other accommodations, as well as total meeting attendance.

Plan detail

<i>Demographic group</i>	<i>Foreign-born residents</i>	<i>Speaks English less than "very well"</i>
<i>Numbers or percentage</i>	<i>407 (MN Compass)</i>	<i>Suppressed (MN Compass)</i>
<i>Initiative, activity, project or program</i>	<i>Special outreach and programming for annual meeting</i>	<i>Special outreach and programming for annual meeting</i>
<i>Barriers to engagement</i>	<i>Real and perceived threats from federal government; lack of social connections</i>	<i>Language</i>
<i>Outreach and engagement strategies</i>	<i>Welcoming language on annual meeting mailer and special programming at event</i>	<i>Multilingual print and digital communication ahead of annual meeting</i>
<i>Resources needed</i>	<i>Money to design, print and mail flyer</i>	<i>Money for translation on flier, set up QR code and website, hire interpreters, and respond to other accommodations</i>
<i>Partners in the work</i>	<i>Neighborhood-based graphic designer and website developer, as well as local immigration law office</i>	<i>Neighborhood-based graphic designer and website developer, as well as local immigration law office</i>
<i>Person(s) responsible</i>	<i>Board and volunteers, as well as paid support for flyer design and distribution</i>	<i>Board and volunteers, as well as paid support for flyer design and distribution</i>

<p><i>Timeline</i></p>	<p><i>Q1</i> <i>January: Begin designing annual meeting flyer and exploring partners/vendors for translation services</i> <i>February: Finalize plans for annual meeting program, print and distribute mailer (w/ language translation)</i> <i>March: Hold annual meeting, elect new board members and officers</i> <i>Q2</i> <i>April: On board new board members, review policies, review board goals and consider revisions</i> <i>May: Begin planning annual neighborhood fall festival</i> <i>June: Ramp up fall festival planning</i> <i>Q3</i> <i>July: No board meeting</i> <i>August: Finalize fall festival plans, produce and distribute print newsletter</i> <i>September: Fall festival</i> <i>Q4</i> <i>October: TBD</i> <i>November: Preliminary planning for 2027 annual meeting</i> <i>December: No board meeting</i></p>	
<p><i>Quantitative goals</i></p>	<p><i>Attendance exceeds 100 people, and we hear from at least one person who responded to mailer</i></p>	<p><i>Visits to the QR code landing page exceed 200, and one person requests translation or other accommodations</i></p>
<p><i>Qualitative goals</i></p>	<p><i>The annual meeting is a fun and productive event</i></p>	<p><i>We are able to overcome language barriers</i></p>
<p><i>Outcome of engagement</i></p>	<p><i>We elect a full board and improve our board diversity</i></p>	<p><i>Non-English speakers gain connection to neighborhood</i></p>

Appendix: Waite Park Community Council Board Goals

Community Building

CB-1: We will organize at least three informal neighborhood social hours in advance of our regularly scheduled board meetings. Each event will feature light refreshments and a special guest, at least two of which will be especially relevant to seniors, renters, or people of color.

CB-2: We will make available for sale T-shirts and other merchandise to raise awareness of the Waite Park neighborhood among community members. We will choose a vendor based on price, quality, convenience, and diversity, and reevaluate every two years.

Civic Engagement

CE-1: We will recruit at least three board members to serve as liaisons to key civic or community institutions. Liaisons will meet with representatives of these organizations and provide a brief report to the full board at least twice per year.

Quality of Life

QL-1: We will maintain consistent funding and communications for our home improvement loan programs. We will publicize the programs on social media, our print newsletters, and other materials, including translation into at least one additional language.

Fall Festival

FF-1: We will recruit a co-chair to learn and help with planning, fundraising, and volunteer management for the fall festival.

FF-2: We will promote the fall festival with signs, fliers and other communication that includes translation for at least two other languages. The festival committee will work with the board and city to identify languages and translation resources.

Annual Meeting

AM-1: We will develop an outreach plan to welcome Spanish-speaking community members to participate in the annual meeting. The plan will include communications, translation services, and other engagement efforts.

Operations & Finance

OF-1: We will monitor remaining funds from our 2023-2025 Neighborhoods 2020 budget and find ways to responsibly spend at least 90% of our allocated budget before the end of the fiscal year on Dec. 31, 2025.

OF-2: We will recruit and contract a new accountant to manage the board's finances. We will seek and encourage diverse candidates and consider at least one person of color or BIPOC-led company before entering a contract.

OF-3: We will clean and organize the WPCC office so that the desk is a usable workspace, and we will create a table of contents and other improvements to make it easier to find board minutes, agenda, and documents in our shared Google Drive.

Tech & Communications

TC-1: We will develop a social media strategy for the board, identifying which platforms are priorities and coming up with a plan for posting board and neighborhood information at least once per month. At least one post will ask for community feedback and ideas.