
Page 2: Organization Information

Q1

Neighborhood Organization Information

Main Contact Name	DeWayne Townsend
Organization Name	SECIA
Organization Address:	P.O. Box 18460
City	Mpls
State	MN
Organization Email Address:	office@secomo.org
Organization Phone Number:	612-685-0371

Q2

WEBSITE AND SOCIAL MEDIA

Website	secomo.org
Facebook	https://www.facebook.com/SoutheastComo/
Twitter	https://www.instagram.com/secomompls/?hl=en

Q3

When and where do you hold your monthly board meetings?

Monthly on second Tuesday, hybrid, at our NE College prep office and online

Q4

Date of Board approval

After your board reviews this **03/12/2024** draft annual report, please provide the approval date or the anticipated approval date if not yet approved. Meeting minutes may be requested by NCR.

Page 3: Updated Documents

Q5

Upload your Certificate of Insurance for liability insurance

Respondent skipped this question

Q6

Upload your Certificate of Insurance for Directors and Officers Insurance

Respondent skipped this question

Q7

Upload an update board list

SECIA%20Board%20of%20Directors%20list%20for%20N2020%202022%20report%20due%20%203_1_24.pdf (50.4KB)

Q8

Upload your overall organizational budget

Respondent skipped this question

Page 4: Staffing

Q9

Indicate the POSITION TITLE of each PAID EMPLOYEE OR CONTRACT STAFF (excluding professional services such as accounting, legal, etc.)

Position Title #1	Executive Director
Position Title #2	Community Building/Communications Intern
Position Title #3	Community Building/Communications Intern
Position Title #4	Garden Intern
Position Title #5	Garden Intern

Q10

Please indicate below the AVERAGE HOURS PER WEEK of each paid staff (excluding separate professional services such as accounting, legal, etc.)

#1 Hours/Week	32.0
#2 Hours/Week	7.0
#3 Hours/Week	7.0
#4 Hours/Week	7.0
#5 Hours/Week	7.0

Q11

Please share the name of your accountant or bookkeeping service provider.

Elysha Weber

Q12

IF NEEDED, PROVIDE ADDITIONAL INFO BELOW: Note if any positions are seasonal, temporary, etc.

Garden interns are seasonal from Spring to Fall

Page 5: Stakeholder Engagement - Outreach & Engagement

Q13

MEETINGS (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

,

Conducted one or more focus groups

Q14

DOOR-TO-DOOR - with goal of face-to-face engagement
(Check all that apply)

**At least once reaching a portion of neighborhood,
Carried out primarily to increase membership and
participation**

,
Other (please specify):
Note for #15 below: 15 (5 households, 5-15 people (not
through doorknocking but through a free produce distribution
program partnership with SE Seniors to deliver produce to
and engage with five or six low income households with
seniors as well as caregivers.)

Q15

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through door-knocking last year?

15

Q16

FLYERING - Dropping literature at doors (Check all that
apply)

**At least once reaching a portion of the neighborhood,
Carried out primarily to gather input or inform on a
specific city or neighborhood issue**

Q17

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through flyering last year?

500

Q18

EVENTS (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.)**

Q19

COMMUNICATION (Fill in all that apply)

Print newsletter (share frequency and distribution size)

not in 2023, TBD if /when print will be done again

Email newsletter (share frequency and subscriber total)

EComotion, Biweekly first half of 2023. Monthly in second half of 2023. 800 total

Primary social media [facebook, twitter, or other] (share posting frequency and subscriber count)

Weekly to monthly throughout 2023 on Facebook and instagram. FB = 730 followers. Instagram = 398 followers

Q20

OTHER (Check all that apply)

Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented populations

,

Other activities (please describe here)::

1. Flyering in neighborhood and taking flyers down
 2. We began simplifying and revising our community survey from 2022.
-

Q21

Please provide an ESTIMATE OF VOLUNTEER HOURS PROVIDED to your organization last year. (see Volunteer Hour Tracking Guide for suggested ways to calculate this.)

2800

Q22

HOW DID YOUR ORGANIZATION REACH OUT TO UNDERREPRESENTED GROUPS IN YOUR NEIGHBORHOOD? (Check all that apply)

- Provided notices of annual and special meetings 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.)
- 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
- Met with other agencies in the community that work closely with underrepresented constituencies in the neighborhood

Q23

WHAT CITY SERVICES AND SUPPORTS DID YOUR ORGANIZATION USE? (Check all that apply)

- Did your staff or board members attend any monthly Citywide Neighborhood Meetingd?
- Did your staff or board participate in any trainings with the City of Minneapolis (board trainings, learning labs, workshops, conference)
- Did your organization utilize the provided legal services from MissionGuardian.com?

Q24

Referencing the QUANTITATIVE GOALS section of your EQUITABLE ENGAGEMENT PLAN, share your progress on the goals, sharing both success and lessons learned.

Diversified Board Representation: We are making progress in this goal, namely through continued learning through and about our efforts. Specifically, in the fall of 2022 SECIA embarked on an effort to diversify the board by a strong recruitment at our Como Cookout Neighborhood gathering. This effort resulted in a highly diverse board of directors with both renters and POCs more closely represented to levels similar to that in the neighborhood. Unfortunately over the course of the past year many of these new board members have left the board for a variety of reasons. We have spent significant effort in identifying these reasons and how best to address them. As a result we have made significant changes in the methods used to recruit and on-board new board members so that they know what it means to be on the SECIA board. This effort aligns with our commitment to fostering diverse perspectives in decision-making.

Continuing Expanded Outreach: Quantitative goals related to outreach metrics were improved. For instance, our monthly newsletter, E-Comotion, had its highest interaction rate ever this year leading up to our biggest event of the year: The Como Cookout. 430 people directly interacted with our September edition. 217 more than the previous month's publication. This success reflects a broader reach within the community and an improved connection with residents. We also began planning our doorknocking campaign which will focus on engagement with SECIA, renters rights updates, and continuing our survey begun in 2022, now in a simplified format. We know that strategies for long-term engagement need further refinement.

Reaching underserved or underrepresented communities: SECIA held 3 Como Cares Produce Distribution monthly events in August through September in Van Cleve Park, building upon well attended and organized similar events in the past. We were fortunate to have good weather and saw an excellent turnout. We partnered with East Side Neighborhood Services (ESNS), which provided the bulk produce for distribution and some volunteers, as well as the U of M Office of Off-Campus Living, Van Cleve Park, and all the wonderful volunteers who assisted at the events. The events consisted of the produce distributions and distribution of resources and materials in relation to SECIA, Van Cleve Park and ESNS. We had continuous success with these events, with a growing household number occurring with every distribution, and in total over 250+ households came through. These events helped to strengthen the community bonds between residents and volunteers, and we look forward to holding these events again next year, with enhanced offerings.

Q25

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 REACH RESIDENTS and others?

SECIA has a small core of consistent residents who are involved in events, mainly gardening, community cleanups and neighborhood social events that offer an opportunity for everyone to come together. This group is primarily white, older, and home owning, the opposite of the demographics of the neighborhood. The predominant demographic - young renters - often turnover because they are students. However, we have identified that just in the way that longstanding partnerships with groups such as the UofM Off Campus Living and Van Cleve Park, so should we establish and maintain this with the groups with leadership and membership of the demographic we are trying to reach. For example, establishing and maintaining relationships with U of M undergraduate and graduate student governing bodies and student associations, and the graduate student housing cooperative located in Como. Notably, these groups, and entities such as MN Daily are predominantly helmed by students (who turnover) and they have figured out how to make it work. In addition to sustaining our partnerships with these groups, we recognize that we have an opportunity to learn from them how to manage significant turnover. SECIA itself has also experienced turnover in both staff and board leadership in the past year, and also in board membership over the past several years.

Utilizing target demographics on staff: SECIA is fortunate to employ interns who are residents, and in the target age demographic (18-34, renters). They design and implement our outreach activities and much of our programming.

Building upon existing successful approaches, SECIA will continue intentional and direct outreach towards historically underrepresented groups and residents such as PPL for event collaborations. One of our biggest challenges is translating resident interest into organized action. We continue to make progress. For example, a parent approached SECIA about creating Como Kids in the summers as a space for not only kids activities with their neighbors, but also time for parents to connect. SECIA supported that and will offer Como Kids for the 3rd year in 2024. We were also just approached by a resident who wants to organize weekly cleanups! We are being responsive to these queries and intentionally building the relationships over time to sustain these and other awesome initiatives.

Finally, after experimenting with combining our annual meeting with our annual Como Cookout in 2022, we returned to holding these as separate events. We got some feedback from our partners that this added a layer of complexity to the Cookout event that was challenging. We did however use the Como Cookout as a site for major community engagement (dot voting about what SECIA's most important work is, and visual communications about the possible merger and 1:1 and small group discussions with staff, volunteers, and community members at the display.

Q26

Share a timeline of proposed events and activities for 2024(Format by quarter or month as you prefer. Example: “Jan-March: -Plan spring outreach event)

Quarter 1: Jan - Mar

Planning: 2024 events and activities overall calendar, Earth Day neighborhood cleanup, Neighborhood Day, Doorknocking, Tenant Outreach event

Quarter 2: Apr - Jun

Events: Eid Mubarak tabling, UMN environmental justice fair tabling, Neighborhood Day, Como Kids, Fairshare Farm and Pollinator Garden work days multiple times a month, Como Cares produce distribution, Doorknocking/canvassing as potential partnership with PPA, Tenant Outreach event, Produce Partnership with SE Seniors

Planning: Como Cares, Como Kids

Quarter 3: Jul - Sep

Events: Fairshare Farm and Pollinator Garden work days multiple times a month, Como Cares produce distribution, Produce Partnership with SE Seniors distribution and event.

Planning: Annual meeting, Como Cookout

Quarter 4: Oct - Dec

Events: Final garden events, SECIA Annual Meeting

Planning: 2025 Events and Activities

Q27

Share your 2024 Equitable Engagement Qualitative goals(Make your goals SMART: Specific, Measurable, Achievable, Relevant, and Time-Bound)

We will continue to work towards the goals outlined in our two year plan, from this midpoint of the plan time period. Key goals in the existing plan that we are modifying or elevating are:

SECIA board recruit, retain, and involve 5 board members from historically underrepresented groups. It is our plan to have several of these board members appointed by the end of Spring and involved in activities during the summer. We will continue with our outreach efforts to identify potentially interested individuals.

Engage with tenants. who are 80% of residents, around historic tenants rights laws passed in 2023/effective in 2024 through door knocking that targets apartment buildings and a town hall type event. Reach 500-800 people in this target group.

Reactive ReImagining SECIA-Equity working group with reps from neighbor partner groups to continue work done in 2022 with pre-existing racial equity framework to: A) continue to examine and learn from past equity efforts and B) make recommendations for future actions and priorities

Assess whether and how to form a tenants rights committee that is ongoing and if it is community based or SECIA based. (If SECIA merges, this is an area that is crucial to the potential merger partners, i.e., tenants interests). For example, maybe it is a project of U of M Off Campus Living, SECIA, and the Graduate Student Coop.

Page 7: Neighborhood Day 2024

Q28

Other Event

On May 11, 2024, we are hosting...

Q29

Date, time, and location of your Event(Ex. May 11 from 9am to 7pm at Community Rec Center, 1234 Broadway Ave, continuing through May 21)

Sat, May 11, 1-4 pm, Van Cleve Park

Q30

Webpage for your event (Board elections, annual meeting, or other event)

<https://secomo.org/calendar/>

Q31

Date / Time

10/08/2024

Date of your Annual MeetingIf you aren't hosting your board elections on Neighborhood Election Day, please share the exact or approximate date of your upcoming annual meeting.

Q32

Upload an Event imageWe will use this on the citywide map of Neighborhood Day to promote your event information. (See the 2023 map example)

SECIA%202022%20Community%20Event%20Photo%20%231.jpg (5.8MB)

Page 8: Program Highlights

Q33

Equitable Engagement

What category best describes the highlight you'd like to share?

Q34

Write 2-3 paragraphs describing a highlight from 2023 related to the topic above.

The Como Cookout held on September 23, 2023, emerged as a proud example of successful equitable engagement within our Southeast Como community. The longstanding event was coordinated for SECIA by Communications and Community building intern, Gregory Gallenberger and led by a dedicated team including Kendre Turonie (Off Campus Living), Nelson Evenrud (Van Cleve Park), and Lesley Moore (SECIA executive director). The event was further supported by SECIA Communications and Community building intern Makena Fitzpatrick, and both SECIA Garden interns Sairoong Brunner and Piper Gallivan. This event embodied fostering community togetherness. The event, hosted at Van Cleve Park, attracted an estimated 500 attendees from all demographic dimensions representing the Como community. The planning and execution demonstrated a commitment to inclusivity with multiple languages available and in the food and entertainment chosen. The event was promoted through various channels, including Instagram, Facebook, our website, flyers, E-comotion, and personal outreach, ensuring that information reached all segments of the community through a multi-faceted approach.

Noteworthy performances by DJLOW, K-Move, Somali Art Museum of Minnesota Dance Troupe, Hibah Hassan, Kieran Morris, and the Green Line Quintet added cultural rapport and relevance to the event. Despite major last-minute challenges due to weather as well as electrical power issues during the event, the quick thinking and solutions implemented by our staff and volunteers enabled a successful event with no additional problems. Other highlights included our resource fair where our various committees and other local such as Land Use Committee, Environment Committee, Garden groups and resources provided by about 10 community groups who tabled on topics such as renters rights, and legal rights, provided for attendees to access and engage with during our event. Southeast Christian Church provided volunteers to staff the food area, as they have for many years.

The feedback received highlighted the event's success, with attendees expressing that it exceeded their expectations, particularly in terms of food and entertainment variety. Looking ahead, suggestions for improvement include refining the check-in process to be more streamlined while still meeting essential requirements. As part of our ongoing commitment to equitable engagement, we sent out an event recap via E-comotion to show thanks and highlight the local talent and partners that helped make the event possible. The Como Cookout serves as a blueprint for future community events, emphasizing inclusivity, cultural celebration, and meaningful engagement.

Q35

Attach a photo related to the highlight you shared in the story above.

SECIA%202022%20Community%20Event%20Photo%20%231.jpg (5.8MB)

Q36

Respondent skipped this question

What category best describes the second highlight you'd like to share? (Optional)

Q37

Respondent skipped this question

Write 2-3 paragraphs describing a second highlight from 2023 related to the topic above. (Optional)

Q38

Respondent skipped this question

Attach a photo related to the highlight you shared in the story above.
