

Exhibit C

Engagement Plan Template

Neighborhood

Windom Park Citizens In Action (WPCIA)



Time frame

Year(s) **2026**

Work summary

Summary of activities across all programs and demographic groups.

WPCIA has held Board of Directors Meetings every month and Neighborhood Meetings ever-other month. The former is held in-person at local business establishments (and/or virtually when necessary) and the latter is held in-person at the Windom Park Rec Center with a hybrid function to allow virtual attendance as well.

WPCIA dedicated several hundred staff hours to the Open Streets Central Avenue event, which was very successful in returning Open Streets to Northeast Minneapolis.

WPCIA has created/expanded upon a novel Movies in the Park series, separate from the MPRB, but arguably of much higher quality community-building capacity. This program aims to combat the epidemic of isolation that our communities contend with. The 2025 series offers (5) movies of varying interests to engage multiple audiences.

Scope of work, outcomes and goals

Overall scope of work, outcomes and goals across all activities and demographic groups. Show how your organization will engage historically under-engaged groups

<i>Demographic group</i>	<i>Demographic group 1: East African, Arab & Muslim</i>	<i>Demographic group 2: Latino, Ecuadorian</i>	<i>Demographic group 3: Renters - African American & Latino</i>
<i>Numbers or percentage</i>	100-200 people	200+ people	100+ people
<i>Initiative, activity, project or program</i>	Video gaming Event(s)	Central Avenue Pop-up Events	Renter Community BBQ & Social
<i>Barriers to engagement</i>	Promoting through successful communication channels	Involving key stakeholders	Access to properties or adjacent properties & successful communication channels

<p><i>Outreach and engagement strategies</i></p>	<p>(2) soccer video gaming events in June and July of 2026 (the months of the FIFA World Cup) at Qahwah House Coffee, WPCIA will host 100-150 residents, specifically aiming to engage the East-African, Somali, Arab, Middle Eastern and Muslim communities. We will provide handouts, make verbal contact with all attendees and take photos of the event. All attendees will be asked to sign up for email notifications and specifically attempt to recruit new board or subcommittee members through these events.</p> <p>Promotions:</p> <ul style="list-style-type: none"> ● Social Media (Facebook, Instagram and Blue Sky) ● Mass Email via Mailchimp ● Post mailing newsletters on the same month as our Neighborhood Meetings ● Place flyers at locations where our target demographic shops, eats, and gathers. ● Connect and develop partnerships with organizations representing our target demographic audiences. ● Partnering with our adjacent 	<p>(1) Central Avenue Pop-Up event (location TBD) in the month of May 2026, aiming to attract 100-150 residents predominantly from our Ecuadorian and other Latino communities. We will provide handouts, make verbal contact with all attendees and take photos of the event. We will ask all attendees to sign up for email notifications and specifically attempt to recruit new board or subcommittee members through these events.</p> <p>Promotions:</p> <ul style="list-style-type: none"> ● Social Media (Facebook, Instagram and Blue Sky) ● Mass Email via Mailchimp ● Post mailing newsletters on the same month as our Neighborhood Meetings ● Place flyers at locations where our target demographic shops, eats, and gathers. ● Connect and develop partnerships with organizations representing our target demographic audiences. ● Partnering with our adjacent neighborhood organizations 	<p>WPCIA will host (1) Renter BBQ event (location TBD) in August of 2026, attracting 100-150 residents predominantly from our African American and Latino communities. We will provide handouts, make verbal contact with all attendees and take photos of the event. All attendees will be asked to sign up for email notifications and specifically attempt to recruit new board or subcommittee members through these events.</p> <p>Promotions:</p> <ul style="list-style-type: none"> ● Social Media (Facebook, Instagram and Blue Sky) ● Mass Email via Mailchimp ● Post mailing newsletters on the same month as our Neighborhood Meetings ● Place flyers at locations where our target demographic shops, eats, and gathers. ● Connect and develop
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	neighborhood organizations		partnerships with organizations representing our target demographic audiences. <ul style="list-style-type: none"> • Partnering with our adjacent neighborhood organizations
<i>Resources needed</i>	Audio/video equipment that WPCIA owns, printed promotional materials and a social media campaign to connect directly with the target audience.	Band(s), audio/video equipment that WPCIA owns, printed promotional materials and a social media campaign to connect directly with the target audience.	Food, drink, BBQ grills/materials, print materials, social media campaign, audio/video and canopies.
<i>Partners in the work</i>	Qahwah House Coffee, Islamic Cultural Center, Ecuadorian Consulate, East African and Latino business community	Ecuadorian Consulate, Latino business community and additional cultural nonprofits	Multifamily property owners, HOME Line, individual community members and additional cultural nonprofits
<i>Person(s) responsible</i>	Board of Directors and staff	Board of Directors and staff	Board of Directors and staff
<i>Timeline</i>	June/July	August/September	May/June
<i>Quantitative goals</i>	100-150 people	100-150 people	100-150 people
<i>Qualitative goals</i>	Develop new & substantive relationships with East-African and Latino communities that embody strong soccer culture and possibly bringing greater diversity to Board of Directors membership and general community decision-making capacity	Develop new & substantive relationships with Latino business owners, employees and overall community members. Ideally developing greater cohesion amongst Central Avenue Cultural District	Develop greater connection and responsiveness to renter community in Windom Park and Northeast Minneapolis in general

<i>Outcome of engagement</i>	Greater connection to and involvement from our East-African, Arab and Muslim communities.	Greater connection to and involvement from our Ecuadorian & Latino communities.	Greater connection to and involvement from our African-American and Latino renter communities.
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WPCIA Timeline (as of January 2026)

- January = Board Meeting & Neighborhood Meeting
- February = Board Meeting, Fire & Ice outdoor event
- March = Board Meeting, Neighborhood Meeting
- April = Board Meeting
- May = Board Meeting, Neighborhood Meeting, Central Avenue Pop-Up
- June = Board Meeting, Soccer Video Gaming outdoor event
- July = Board Meeting, Soccer Video Gaming outdoor event, Annual Meeting
- August = Board Meeting, BBQ Renter outdoor event, Movies in the Park (1)
- September = Board Meeting, Neighborhood Meeting, Movies in the Park (2)
- October = Board Meeting, Movies in the Park (2)
- November = Board Meeting, Neighborhood Meeting
- December = Board Meeting, Holiday Social