
Page 2: Organization Information

Q1

Neighborhood Organization Information

Main Contact Name	Margie Siegel
Organization Name	Holland Neighborhood Improvement Association
Organization Address:	2546 Central Ave NE
City	Mpls
State	MN
Organization ZIP:	55418
Organization Email Address:	holland@hnia.org
Organization Phone Number:	612.781.2299

Q2

WEBSITE AND SOCIAL MEDIA

Website	hnia.org
Facebook	HNIA Holland Neighborhood Improvement Association
Other	holland_mpls (instagram)

Q3

When and where do you hold your monthly board meetings?

At the office location, 3rd Thursday of the month

Q4

Date of Board approval

After your board reviews this **03/21/2024** 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

2324%20-%20City%20of%20Minneapolis%20(1).pdf (25KB)

Q6

Upload your Certificate of Insurance for Directors and Officers Insurance

Directors%20%26%20Officers%2024-25%20USLI.PDF (2.2MB)

Q7

Upload an update board list

HNIA%20Board%20Member%20Directory%20-%20Sheet1.pdf (43.4KB)

Q8

Respondent skipped this question

Upload your overall organizational budget

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

Contract consultant

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

10.0

Q11

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

Robert Thompson

Q12

Respondent skipped this question

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

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**

Q14

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

At least once reaching most or all of neighborhood,

Other (please specify):

We hired The People's Canvass for this

Q15

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

460

Q16

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

Other (please specify):

We mail a postcard to all residences each month

Q17

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

2200

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).

Q19

COMMUNICATION (Fill in all that apply)

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

started social media posts in October; one time, cross-posting every 2 weeks

Q20

OTHER (Check all that apply)

Conducted at least one community-wide survey (such as a random sample or all-household survey)

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.)

275

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

Q23

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

Did your organization utilize the provided legal services from MissionGuardian.com?

,

Did your organization have any specialized trainings or workshops conducted by City Staff?

,

Did your organization have City staff attend any of your board or community meetings to present and engage residents?

,

Any additional details about your answers please share below::

We attended the Ward 1 neighborhood meetings

Page 6: Equitable Engagement and 2024 Timeline & Goals

Q24

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

We wanted to grow attendance at neighborhood meetings by 10% - we've definitely accomplished that, in part through the People's Canvass work, and in part by thinking more strategically about our meeting goals and content.

We wanted 50% of HNIA mailed content and social media to be translated into multiple languages: we did not do this directly - however, we state that materials can be translated and can have an interpreter at any meetings. We have not had any resident follow up with us on that.

We wanted to create a contact within some of the larger apartment buildings (hoping for 2) - we created a contact in one of those buildings, and reached out in most of these, although that was difficult. Management would not return calls/emails to People's Canvass, and we could not enter some buildings easily.

We wanted to recruit to increase board membership by renters and/or people of color; we had one new person join the board in 2023 who is a renter, but this commitment did not work for her.

We had a goal of increasing tenant attendance at community meetings, and we have done that, because we have more people in attendance in general. But we have not tracked numbers of renters/homeowners.

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?

We have gained momentum with attendance at our bi-monthly community meetings. Some have had upwards of 30 people. In 2022, we had at most 6 residents attend meetings, some of these were online. We think neighbors are excited to meet each other and get just a little bit involved. We continue to think the monthly postcards we mail draw people in.

We are introducing a Renter Engagement Program in 2024 that will target renters and encourage them to participate in neighborhood activities. We understand this program may be slow to gain traction, but we are hopeful that by 2025 we will be moving forward.

We supported the YAI project which reached all of our residents, with invitations to community meals and performances

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)

Monthly/bi-monthly community meetings and monthly board meetings

January - March: make amendments to Engagement Plan to establish the Renter Engagement Program; various community meetings including a board "open house", hosting Crime Prevention Specialist Abdirashid Ali, discussion about block clubs, invitation to have a plot at the Shoreham Community Garden, and sharing about the Minneapolis Tree Lottery.

April - kickoff of the Renter Engagement Program, Earth Day community cleanup

May - grand opening event of the JROW Sculpture Park, boar elections, expanding HNIA capacity and hiring a new administrative position

June onward - renter focus group, community garden

August-September - YAI Festival
Oct/November neighborhood potluck

Q27

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

From the Engagement Plan:

- Learn what matters within these groups (renters, residents of color) in the neighborhood
- Understand issues that can be addressed
- Analyze results from surveys to establish future strategies (we have the survey)
- Begin planning on discovered strategies

Page 7: Neighborhood Day 2024

Q28

Nothing

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

Q29

Respondent skipped this question

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)

Q30

Respondent skipped this question

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

Q31

Date / Time

05/09/2024

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

Respondent skipped this question

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

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.

HNIA hired People's Canvass to survey the neighborhood. They were a pleasure to work with - very thorough, competent, engaged, interested. We developed a survey for them to ask at each residence, and they collected detailed answers. We also purchased some square magnets with the HNIA logo on them for the surveyors to hand out at each home. If residents were unavailable, the surveyors left a flyer with a QR code on it so people could respond later.

As noted earlier, the PC knocked at 2,224 doors; they made contact with 460 people; there were a total of 301 survey responses received; 157 people said that they would attend our annual meeting. We gathered 226 phone numbers for text message reminders, etc. and 229 email addresses for email reminders, etc. We now send text and email messages a couple of days before every meeting, and this has boosted attendance we think.

Because of this outreach, our community meetings have a lot more attendance consistently, we were able to recruit six new board members, and we have a lot of data that steered our priorities for the next months and years.

Q35

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

PXL_20230822_235339808.MP%20(1).jpg (4.3MB)

Q36

Transportation

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

Q37

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

We had a great community meeting in November, with over 30 people in attendance, who gathered to hear Hennepin County Commissioner and Chair Fernando talk about the Livable Lowry project. CM Payne was in attendance too, and the two of them answered questions, heard peoples' concerns and brought everyone into a kind of consensus about why/what/how this project was conceived and will be delivered. This was a big success and very productive.

Q38

Respondent skipped this question

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