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Page 2: 2020-21 Community Participation Program Annual ReportOrganization Information - please confirm

**Q1**

**NEIGHBORHOOD ORGANIZATION**

Downtown Minneapolis Neighborhood Association

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**Q2**

**ORGANIZATIONAL INFORMATION**

Neighborhood Organization Contact:

**Christie Rock Hantge**

Organization Email Address:

**info@thedmna.org**

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**Q3**

**Organization Website and Social Media**

Website

**www.thedmna.org**

Facebook

**https://www.facebook.com/TheDMNA**

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**Q4**

Date / Time

**04/18/2022**

**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.

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Page 3: 202-21 Community Participation Program Annual ReportAdditional Organization Information

**Q5**

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

Position Title #1

**Executive Director**

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**Q6**

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

#1 Hours/Week

25.0

**Q7**

Respondent skipped this question

IF NEEDED, PROVIDE ADDITIONAL INFO

BELOW: Note if any positions are seasonal, temporary, etc.

Page 4: 2019 Community Participation Program Annual Report Stakeholder Engagement - Outreach & Engagement

**Q8**

MEETINGS (Check all that apply)

Held regular committee meetings or discussion groups that are open to all stakeholders

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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 projects

,

Conducted one or more focus groups

**Q9**

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

At least once reaching a portion of neighborhood,

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

**Q10**

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through door-knocking in 2020-21? (Please provide a cumulative total for both years)

1500

**Q11**

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

At least once reaching a portion 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

**Q12**

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through flyering in 2020-21?(Please provide a cumulative total for both years)

1500

**Q13**

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.

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Organized one or more issue specific event (such as a safety forum, housing fair, Open Streets, Creative Citymaking, etc).

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Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc.)

**Q14**

COMMUNICATION (Fill in all that apply)

Number of subscribers to your email list

1500

Number of followers on your primary social media channel (facebook, twitter, or other)

1800

**Q15**

OTHER (Check all that apply)

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

,

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

**Q16**

How did your organization adapt to issues surrounding COVID19 and civil unrest? (Check all that apply)

Staff working from home,  
Online meetings/events,  
Cancelled events/meetings,  
Held events/meetings in person outside with social distancing  
,  
Held events/meetings in person inside with social distancing

**Q17**

How did you connect with your community about important information? (Check all that apply)

Email blast,  
Flyer,  
Doorknocking,  
Social media posts/campaigns,  
Special page on website

**Q18**

What issues affected your community? (Check all that apply)

Community members needing PPE,  
Businesses damaged/destroyed,  
Housing insecurity,  
Encampments,  
Increased crime,  
COVID-19 outbreak in your community

**Q19**

Did your organization create initiatives and projects or share information from/with other organizations that were developed in response to: (Check all that apply)

COVID-19,  
Civil unrest,  
Encampments for those experiencing homelessness,  
Supporting local businesses

**Q20**

PLEASE SHARE ONE STORY ABOUT A PROJECT OR INITIATIVE YOUR ORGANIZATION CREATED OR SUPPORTED IN RESPONSE TO THE VARIOUS CRISES OF 2020-21:

The DMNA created a program with Working Partnerships that provided assistance to hospitality workers that were displaced due to COVID-19. <https://workingpartnerships.org/>, <https://www.twincitieshospitalityfund.org/>

The DMNA also purchased and distributed facemasks to people living at the Atrium, an MPHA property.

The DMNA planned and implemented a successful National Night Out event last August to celebrate the downtown community and public safety.

## Q21

Please provide an ESTIMATE OF VOLUNTEER HOURS PROVIDED to your organization in 2020-21. (see Volunteer Hour Tracking Guide for suggested ways to calculate this. Please provide a cumulative total for both years)

2500

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## Q22

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

**Worked on an issue of particular interest to an under-represented group within the neighborhood**

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**Targeted outreach in apartment buildings or blocks to reach renters**

,

**Targeted tabling at other events or locations (such as farmers markets, cultural events, etc.)**

,

**Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation**

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**Met with other agencies in the community that work closely with under-represented constituencies in the neighborhood**

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## Q23

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?

Our primary challenge continues to be getting inside rental buildings. We are trying to work with property managers. We have a successful HOA Advisory Group that we are hoping to replicate with renters.

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## Q24

### MAJOR HIGHLIGHT

One of the DMNA's major highlights during the years 2020 and 2021 was establishing a Homeowners Advisory Group, which consists of the HOA Board Presidents from most of the condo buildings in Downtown East and Downtown West. The group met bi-monthly during this timeframe, and recently in 2022 moved to monthly meetings. This group has benefited the DMNA significantly because the representatives are the primary vehicle for distributing information about our events and activities in condo buildings. We have found working with owners is much easier than working with the management companies to get our information out in the community. The management is not always responsive, and sometimes creates roadblocks due to bureaucracy and policies. We are hoping to replicate this group with our rental buildings.

Another highlight for us was organizing and implementing a very successful NNO event on Tuesday, August 4, 2021, at The Commons. We welcomed people from all corners of our neighborhood and from every socioeconomic demographic.

We also created a DMNA Community Signage Program. <https://www.thedmna.org/dmna-unveils-new-neighborhood-identification-signage/>. We installed metal neighborhood boundary signage, as well as banner signage that delineates the Gateway and the Mill Districts. We also established a historic building signage program, which highlights the history behind buildings, and other architecture in the downtown community. We started with 16 buildings in the Mill District, and are expanding to other parts of the downtown community in 2022.

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## Q25

Respondent skipped this question

We'd love to share your highlights with others. If possible, upload a digital photo, video, or illustration with the link below, or send any of these files to [ncr@minneapolismn.gov](mailto:ncr@minneapolismn.gov) with the Subject Line: 2020-21 CPP Annual Report Images. If you have a large digital file with multiple images, please make arrangements to mail or deliver a copy directly to your NCR Neighborhood Specialist.

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