

Engagement Plan

Neighborhood

Neighborhood name(s) Victory Neighborhood

Time frame

Year(s) 2023-2024

Plan detail

Demographic group	Board Members	Committee Members	Youth	Black and Brown
Numbers or percentage	7 members	5-7 members per committee	According to MN Compass, Victory has 1,013 people under the age of 18, or 21% of the population	According to MN Compass, 32% of Victory residents are people of color. 17% are Black and 7% are Latino.
Initiative, activity, project or program	Rebuild the ViNA Board of Directors to full capacity with a diverse group of people that represents the neighborhood	Engage new people in the work of the organization through committees and the Block Ambassador program. Committees include: <ul style="list-style-type: none">• Livability• Anti-Racism• Environment• Business	Youth Corp.	Resident Engagement

EXHIBIT C

Demographic group	Board Members	Committee Members	Youth	Black and Brown
Barriers to engagement	<p><i>People are busy</i></p> <p><i>It's a lot of work with no staff</i></p> <p><i>Involvement has dropped</i></p>	<p>People are busy</p> <p>No staff to help organize</p>	<p><i>Access to information on youth residing or attending schools/activities in Victory neighborhood</i></p> <p><i>Youth feeling unwelcome</i></p> <p><i>Youth and their families trusting neighborhood organization</i></p> <p><i>Cost to create engagement events and activities for youth</i></p>	<p>Feeling unwelcomed at meetings</p> <p>Distrust or unfamiliarity of organization</p> <p>People are busy</p> <p>Might not see people who look like them participating</p>

EXHIBIT C

Demographic group	<i>Board Members</i>	<i>Committee Members</i>	<i>Youth</i>	<i>Black and Brown</i>
Outreach and engagement strategies	<p><i>Identify leaders within the community and ask them to participate</i></p> <p><i>Put the word out on social media and in the newsletter</i></p> <p><i>Ask block ambassadors to help identify people who might be a good fit</i></p>	<p><i>Identify leaders within the community and ask them to participate</i></p> <p><i>Put the word out on social media and in the newsletter</i></p> <p><i>Ask block ambassadors to help identify people who might be a good fit</i></p> <p>Door Knock</p> <p>Ask young people to participate</p> <p>Pop up events to tell people about the opportunities</p>	<p>Expand Youth Corp Program</p> <p>Build relationships with local schools and organizations that focus on youth</p> <p>Connect with youth during outreach activities at the community garden and through block ambassadors, committee members, and people who attend events</p>	<p>Create engagement activities that uplift and are welcoming to Black and Brown community members</p> <p>Build relationships with community members through engagement activities</p> <p>Identify community leaders</p>
Resources needed	<p><i>Website updates</i></p> <p><i>Social media campaign</i></p> <p><i>Information about board service and the role of the board</i></p> <p><i>New board member orientation</i></p>	<p><i>Website updates</i></p> <p><i>Social media campaign</i></p> <p><i>Information about the committees</i></p> <p><i>Volunteers</i></p> <p><i>Money for initiatives developed by the committees</i></p>	<p>Wages for Youth Corp</p> <p>Funding for engagement activities and events</p> <p>Flyers with neighborhood information</p> <p>Funding for administrative help</p>	<p>Volunteers</p> <p>Anti-Racism committee</p> <p>Information about the neighborhood and how to get involved</p> <p>Funding for people to help with outreach activities</p>

EXHIBIT C

Demographic group	<i>Board Members</i>	Committee Members	Youth	Black and Brown
Partners in the work	<i>Block Ambassadors</i> <i>Existing Board Members</i>	Block Ambassadors Business leaders Groups like Black Army Brigade and Appetite for Change	ViNA food garden Committees Local businesses and schools	Anti-Racism committee Board members Block Ambassadors
Person(s) responsible	<i>Board of Directors</i>	Board of Directors Volunteers Committee chairs	Board of Directors Committee volunteers	Board of Directors Volunteers Stipend staff
Timeline	<i>Identifying great candidates for leadership roles is ongoing.</i> <i>August-September Recruit candidates for the board</i> <i>September-Annual Meeting</i> <i>October-Elect officers and new board member orientation</i>	2023-focus on improving the Livability and Business committees 2024-focus on improving the Anti-Racism and Environment Committees	Spring 2023 & 2024-outreach to youth and seniors for the Youth Corp program Ongoing-engagement of youth in the neighborhood	2023-Assess how work is done in the neighborhood and ensure that Black and Brown residents are included 2024-Build Anti-racism committee

EXHIBIT C

Demographic group	<i>Board Members</i>	Committee Members	Youth	Black and Brown
Quantitative goals	<p><i>Grow the board to 7 members and maintain involvement at this level.</i></p> <p><i>Work to have a diverse group of qualified candidates for each election</i></p>	<p>5-7 members on each committee</p> <p>Committee participation is representative of neighborhood demographics</p>	<p>10 kids signed up for Youth Corp</p> <p>Connect with 3 organizations/institutions that serve Victory youth</p> <p>Have at least 2 young people working in the community garden</p>	<p>Number of Black and Brown people participating on the board, on committees, in Youth Corp, and at events is reflective of the neighborhood's demographics.</p>
Qualitative goals	<p><i>Develop leaders within the community</i></p> <p><i>People enjoy serving on the organization's board of directors</i></p>	<p>New leadership emerges</p> <p>People enjoy serving on the organization's committees</p>	<p>Youth Corp participants building inter-generational relationships in the neighborhood</p> <p>Youth building skills in the garden and community</p>	<p>Identify issues that need attention in the community</p> <p>Learn about what community members care about and what makes them want to be involved</p>
Outcome of engagement	<p><i>A full board to represent the neighborhood.</i></p> <p><i>Diverse candidates running for election</i></p> <p><i>New leaders emerging</i></p>	<p>Vibrant committees</p> <p>Diverse participation</p>	<p>More youth involved in the neighborhood</p> <p>Youth gain employment and other life skills</p> <p>Youth build relationships in the neighborhood</p> <p>Youth voice is uplifted as they influence how decisions are made in the neighborhood</p>	<p>Black and Brown community members feel welcomed at community activities</p> <p>Black and Brown community members are directly involved in decision making</p> <p>More people are involved</p>

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Next steps	<i>Hold a board election in November 2022 to add 2-4 new members who can help with the transition to a volunteer led organization.</i>	Review committee structure and assess current involvement. Develop messaging and materials for outreach	Assess current Youth Corp program Find a team of neighborhood volunteers to lead the program and recruit new members	Identify people who have been involved recently and ask them to get involved as the organization transitions to a volunteer led organization

2025 Amendment

Victory

TIMELINE

February - Black History Month Book Drive

March - Community Connections with Elected official

April -

ViNA Neighborhood Fundraiser

Saturday, April 12th, Spring Candy grab

Saturday, April 26th - Earth Day Neighborhood Clean-Up

May

May 3rd - Spring Garden & Seed Prep

May 10th - Tentative City of Minneapolis Neighborhood Day - Opportunity for committees & ViNA put something on together, or partner with other neighborhoods

May 25th @ 6 PM, Memorial Day Concert

May 31st, Annual Garage Sale Day (Saturday after Memorial Day)

May 31st Committee Fundraiser Sale (tentative - with committee participation needed)

June

June 12th @ 6 PM- Live on the Northside/Ice Cream Social

New Splashpad Celebration

Community Connection Meeting with Elected Official

July

July 10th @ 6 PM - Live on the Northside

July 19th (Tentative) - Tour De Camden + WCNO BBQ

August

August 5th - NNO

August 14th @ 6 PM- Live on the Northside

August 27th - Volunteer & Board Info Meeting

Community Connection with Elected Official

September

September 13th - Neighborhood Day

September 24th @ 6 PM - Annual Meeting

October

Halloween Decorating Contest

November

Home Safety Workshop

Community Connection with Elected Official

December

December 5th - Holiday on 44th/Winter Solstice/Winter Concert

Winter Decorating Contests

Not Yet Scheduled:

Community Education related to Climate Equity/Environmental (I emailed Unidos to coordinate this – Marissa 9/3), Gardening, Lawn Care, and Block Ambassadors and/or Block Club Leaders.

GOALS

1. By March 2025, host a Climate Equity Meeting in collaboration with Unidos, engaging at least 50 community members in discussions on equitable environmental practices. Follow up by Q2 2025 with documented action items and shareable outcomes, creating a foundation for future climate-focused funding and partnerships.
2. Host one community meeting each quarter in 2025 with elected officials from Minneapolis, Hennepin County, the State, or the Park Board. Each meeting will aim to engage at least 40 residents, culminating in a year-end report on community concerns and feedback for grant applications that prioritize civic engagement and policy advocacy.
3. Partner with at least three North Minneapolis neighborhood associations to host four "Live on the Northside" events by the end of 2025, spotlighting Northside musicians and engaging a combined audience of 400 attendees. Capture attendance and engagement data to showcase cultural enrichment for funding and future event support.
4. By December 2025, engage with five potential businesses interested in the 44th & Penn Business Corridor, with the goal of securing at least two committed partnerships. Document business interest and partnership progress for funding applications supporting economic growth initiatives.
5. Deepen relationships with two or three schools in the neighborhood by mid-2025 to assess and address their support needs. Conduct quarterly check-ins, aiming to implement one collaborative initiative with each school by Q4 2025, enhancing educational support and neighborhood connections.