

## EXHIBIT C

## Engagement Plan

## Neighborhood

West Maka Ska

## Time frame

2023-2024

## Plan detail

Demographic group	<i>Young Professionals</i>	Renters/condo owners
Numbers or percentage	70%	85%
Initiative, activity, project or program	<i>Young Professional Program</i>	Renter Initiative
Barriers to engagement	<p><i>Accessing apartments</i></p> <p><i>Lack of interest in neighborhood</i></p> <p><i>Lack of knowledge of meetings and events</i></p> <p>As an org we do not have the capacity to organize and host events on our own but we do have the capacity to partner with external organizations</p>	<p>Accessing apartment buildings</p> <p>Transient population</p> <p>As an org we do not have the capacity to organize and host events on our own but we do have the capacity to partner with external organizations</p>
Outreach and engagement strategies	<p><i>Connect with property managers/owners</i></p> <p><i>Identify resident leaders for multi-unit buildings</i></p> <p><i>Social media campaign</i></p> <p><i>Connect with Minneapolis Young Professional orgs.</i></p> <p><i>Identify people w/in neighborhood, host event such as professional headshots</i></p>	<p><i>Connect with property managers/owners</i></p> <p><i>Identify resident leaders for multi-unit buildings</i></p> <p><i>Social media campaign</i></p>

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<b>Demographic group</b>	<b><i>Young Professionals</i></b>	<b><i>Renters/condo owners</i></b>
<b>Resources needed</b>	<i>Social media account and manager of the account</i> <i>Contact information for property owners/managers</i> <i>Physical mailing to all tenants</i> <i>New renters welcome basket</i>	<i>Social media account and manager of the account</i> <i>Contact information for property owners/managers</i> <i>New renters welcome basket</i> <i>Physical mailing to all tenants</i>
<b>Partners in the work</b>	<i>Minneapolis Young Professionals</i> <i>Apartment managers at Bigo, West Lake, At home</i>	<i>Apartment managers at Bigo, West Lake, At home</i>
<b>Person(s) responsible</b>	<i>Tim Knight, Melanie Fehlberg, Michelle Sass</i>  <i>WMSNC Board will have secondary role</i>	<i>Tim Knight, Melanie Fehlberg, Michelle Sass</i>  <i>WMSNC Board will have secondary role</i>
<b>Timeline</b>	<i>Jan.-March: meet with all apartment managers and Minneapolis young professional orgs</i>  <i>April: confirm events and projects to pursue</i>  <i>May-July: 2 summer events targeting young pros</i>  <i>August-Nov: 2 fall events in collaboration w/ young pros</i>  <i>Dec: Reassess what worked and what did not work previous year</i>	<i>Jan.-March: meet with all apartment managers and condo associations</i>  <i>April: confirm events and projects to pursue</i>  <i>May-July: 2 summer events targeting renters/condos</i>  <i>August-Nov: 2 fall events in collaboration w/building managers</i>  <i>Dec: Reassess what worked and what did not work previous year</i>

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Demographic group	<i>Young Professionals</i>	<i>Renters/condo owners</i>
<b>Quantitative goals</b>	<i>Have conversations with 75% of tenants</i>  <i>Obtain contact information from 50% of young professionals w/in neighborhood</i>	<i>Have conversations with 75% of tenants</i>
<b>Qualitative goals</b>	<i>Learn about what tenants care about in the neighborhoods</i>  <i>Identify issues that need attention</i>	
<b>Outcome of engagement</b>	<i>Increase board membership of young professionals and add people to just committee assignments.</i>  <i>Increase social media presense to 1k currently at 500</i>  <i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i>	<i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i>
<b>Next steps</b>	<i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i>	<i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i>

## **2025 Amendment**

West Maka Ska

### **TIMELINE**

Q1--lay out event plan for year--summer/Earth Day event, monthly get-togethers

Q1--work with uptown neighborhoods to lay out schedule

Q1--assess if anyone on current board is interested in VP role

Q1-- send recruitment email for board to underrepresented buildings and areas of the neighborhood

Q2--contact vendors for farmer's market

Q2--execute summer event

Q2--nominate and elect VP

Q2-- recruit board members

Q3--execute farmers market

Q3--ongoing monthly gatherings

Q4--ongoing monthly gatherings

Q4--plan for 2026 dates of summer event

Q4--prepare farmer's market for next year

### **GOALS**

1. Increase renter participation in Meet Up events by 20%--Earth Day, Monthly get-togethers, neighborhood clean-up
2. Build a Thursday Farmer's Market in collaboration with other uptown neighborhoods by spring of 2025
3. Fill VP open VP slot and fill vacant board positions