



## 2019 Annual Report Community Participation Program

### 1. NEIGHBORHOOD ORGANIZATION

East Isles Residents' Association (EIRA)

### 2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:

Ellen van Iwaarden

Organization Address:

2751 Hennepin Ave. S. #294

Organization Address 2:

Minneapolis, MN

Organization ZIP:

55408

Organization Email Address:

info@eastisles.org

Organization Phone Number:

### 3. Organization Website and Social Media

Website

eastisles.org eastislesfarmersmarket.com

Facebook

@eastislesresidentsassociation @eastislesfarmersmarket

Twitter

@EastIslesMPLS

Other

Instagram: eastislesresidentsassociation

### 4. 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

Date

03/10/2020

# 2019 Community Participation Program Annual Report

## *Additional Organization Information*

NOTE: The information in this section will be aggregated by the NCR staff for the annual [NEIGHBORHOOD PROGRAMS REPORT](#) and not be published as part of each neighborhood's Annual Report.

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

	5. POSITION TITLE	6. AVE. HRS./WK.
Position #1	Farmers Market Managet	15
Position #2	Neighborhood Coordinator	10
Position #3		
Position #4		
Position #5		

**7. IF NEEDED, PROVIDE ADDITIONAL INFO HERE:**

Note if any positions are seasonal, temporary, etc.

The Farmers Market Manager position, a contract position, is seasonal.

## 2019 Community Participation Program Annual Report

### Stakeholder Involvement – Basic Outreach and Engagement

#### WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2019?

#### 8. **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
- 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 project
- Conducted one or more focus groups

#### 9. **DOOR-TO-DOOR** (Check all that apply)

##### **Door-Knocking** (with goal of face-to-face engagement)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- For more than one issue/outreach effort
- On a routine basis
- Conducted primarily by staff members
- 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

10. Approximately **HOW MANY HOUSEHOLDS DID YOU REACH** through door-knocking in 2019?

Please provide a whole number only

11. **Flyering** - Dropping literature at doors (Check all that apply)

- At least once reaching a portion of neighborhood
- At least once reaching most or all 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

12. Approximately **HOW MANY HOUSEHOLDS DID YOU REACH** through flyering in 2019?

Please provide a whole number only

13. **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.)
- Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc.)

14. **COMMUNICATION** (Fill in all that apply)

Print a paper newsletter  
(If so, at what frequency?)

Number of subscribers to  
your email list 578

Number of followers on  
Facebook and Twitter Combined 504

**OTHER** (Check all that apply)

- Conducted at least one community-wide survey (such as a random sample or all-household survey)
- Conducted another form of survey (e.g., intercept survey)
- Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented

**Other activities** (please describe here):

EIRA does an annual mailing to all households twice a year to encourage participation and support of neighborhood events. EIRA posted flyers about events at coffee shops and on telephone poles, used lawn signs to promote the Farmers Market, advertised meetings and events in the Hill and Lake Press, Southwest Journal, and Star Tribune.

15. Please provide an **ESTIMATE OF THE VOLUNTEER HOURS PROVIDED** to your organization in 2019.

Please provide a whole number only

16. **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
- Provided notices of annual and special meetings in multiple languages
- Provided newsletter articles or web pages in multiple languages
- Targeted outreach in apartment buildings or blocks to reach renters
- Targeted tabling at other events or locations (such as farmers markets, cultural events, etc.)

- Held focus groups or open meeting formats for under-represented communities
- Met with other agencies in the community that work closely with under-represented constituencies in the neighborhood
- Included an Americans with Disabilities Act statement on meeting and event notices
- Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation
- Held one-time/pop up events in areas of the neighborhood that don't often have neighborhood meetings

**Other activities** (please describe here):

EIRA planned special events at the Farmers Market to reach out to under-represented groups.

17. 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 neighborhood has little racial diversity (3%). Our neighborhood board reflects the diversity of the neighborhood with representation of racially diverse people (9% or 1 member). The housing in our neighborhood is 53% renter-occupied and 47% owner-occupied. Our board reflects that diversity with 45% of its members (5 members) who rent their homes.

## 2019 Community Participation Program Annual Report 2019 Highlights

### PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

- What was the issue or opportunity the neighborhood was facing?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

#### 18. MAJOR HIGHLIGHT #1

To increase opportunities for neighbors to get to know each other, for the second year in a row, EIRA produced a neighborhood farmers market, the East Isles Farmers Market (EIFM). The EIFM brings neighbors together to buy healthy local produce. There were 12 EIFM events and attendance at the market continued to grow, with an average of 713 people attending each market and over three thousand more attendees in 2019 over the previous year.

The market, which is located on The Mall Park, an area of the neighborhood near many renter-occupied homes, gave EIRA a chance to directly interact with people who rent their homes who stopped by the EIFM on the way home from work. EIRA was also able to use the EIFM to provide educational opportunities to the neighborhood with volunteers tabling for EIRA, the Minneapolis Park and Recreation Board, Master Gardeners, and eight other local groups. The outcome of the EIFM events was increased communication between neighbors, more choices in local produce, support of local vendors, and a better-informed neighborhood.

19. **MAJOR HIGHLIGHT #2**

Last summer EIRA board members began hearing from neighbors who were concerned about the preliminary plans for a redesign of The Mall Park, developed by a Citizens Advisory Committee of the Minneapolis Park and Recreation Board (MPRB). To inform the neighborhood and help determine the neighborhood's opinions on the proposed redesign, EIRA conducted outreach to the neighborhood in many ways.

First, EIRA held a listening session, which it advertised via email, social media, and word of mouth. Then EIRA purchased SurveyMonkey software to run a survey, which it advertised by email, social media, flyering (of the cars of neighbors near The Mall Park and in person at bus stops) and word of mouth. The result was a clear identification of neighborhood concerns with the proposed plan, which allowed the EIRA board to effectively comment to the MPRB.

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20. Please send us a copy of your **OVERALL ORGANIZATIONAL BUDGET** for your current fiscal year (including City and other restricted or non-restricted funds) to [ncr@minneapolismn.gov](mailto:ncr@minneapolismn.gov) with the Subject Line: *2019 CPP Annual Report Budget*.

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21. Please Send your **CURRENT BOARD LIST with NAMES and CONTACT INFORMATION** (Name, Street Address, Email, Phone) to [ncr@minneapolismn.gov](mailto:ncr@minneapolismn.gov) with the Subject Line: *2019 CPP Annual Report Board List*. (This information will not be made public by NCR or shared with others - it is for internal use only.)

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22. We'd love to share your highlights with others.  
If possible, send digital photos, videos, illustrations to [ncr@minneapolismn.gov](mailto:ncr@minneapolismn.gov) with the Subject Line: *2019 CPP Annual Report Images*. If you have a large digital file, please make arrangements to mail or deliver a copy directly to your NCR Neighborhood Specialist.

**THANK YOU!**