



2019 Annual Report Community Participation Program

1. NEIGHBORHOOD ORGANIZATION

Marcy-Holmes Neighborhood Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:

Chris Lautenschlager

Organization Address:

500 8th Avenue SE

Organization Address 2:

Organization ZIP:

55414

Organization Email Address:

chris@marcy-holmes.org

Organization Phone Number:

612.623.7633

3. Organization Website and Social Media

Website

www.facebook.com/marcyholmesmpls

Facebook

www.facebook.com/marcyholmesmpls

Twitter

www.twitter.com/marcyholmesmpls

Other

www.instagram.com/marcyholmesmpls

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

02/17/2020

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information in this section will be aggregated by the NCR staff for the annual [NEIGHBORHOOD PROGRAMS REPORT](#) and not be published as part of each neighborhood's Annual Report.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 | Executive Director | 25 |
| Position #2 | Community Organizer | 20 |
| Position #3 | | |
| Position #4 | | |
| Position #5 | | |

7. IF NEEDED, PROVIDE ADDITIONAL INFO HERE:

Note if any positions are seasonal, temporary, etc.

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?) **No**

Number of subscribers to your email list **790**

Number of followers on Facebook and Twitter Combined **1925**

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):

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):

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?

In 2019 we retooled our Community Organizer position to have a more impactful role in building interest, capacity, and leadership from our community. We've completed—and are currently acting upon—a work plan for comprehensive/ inclusive outreach / community engagement plan under common “representativeness” theme, inclusive of 2020 Census outreach; outreach / input-gathering on prospective 2-neighborhood convergence; long-term increase of diversity and representativeness of membership and board; and renters rights

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

Although many bylaw changes have been made in recent years, the Marcy-Holmes Neighborhood Association made sweeping, and critical changes to their bylaws in 2019.

We assembled a task force comprised of Board members and neighborhood residents. In the course of multiple meetings—having reviewed the bylaws from similar neighborhoods and having explored multiple options—the task force made the following recommendations. All of these recommendations were unanimously approved by the MHNA Membership at our April 2019 meeting. In short, MHNA now has

Expanded membership to include two categories of members

- Resident members, persons who reside in the neighborhood; and
- Non-resident members, persons who own a property or are representatives from legal entities which operate a partnership, cooperative, business, church, school, or non-profit organization within the neighborhood

Expand Membership by conferring right to those who currently have none

- Conferred MHNA membership rights to large section of the University neighborhood, an area that currently has no neighborhood association representing its interest.
- Lowered the official membership age to 16.

Eased Eligibility Restrictions for Board Roles/Board Composition

- Replaced the 6-month membership requirement to run for the Board to “20 days”
- Expanded the elected Board members from 11 to 15 to accommodate more diversity.

19. **MAJOR HIGHLIGHT #2**

Throughout 2019 the neighborhood had grown concerned about the number of crimes taking place in Marcy-Holmes. In response, MHNA regularly convened a half dozen safety meetings for all stakeholders in the neighborhood. There was no single issue driving attendance at these meetings, as there were myriad concerns over recent homicides, sexual assaults, gun violence, and robberies that had occurred over the years.

MHNA worked hard at getting multiple official from the City to attend these meetings—from the MPD's 2nd Precinct, Regulatory Services and City Hall. We were able to get concerned stakeholders face to face with the individuals from the city tasked with reducing crime in the neighborhood. Based upon these conversations, and the considerable media attention our meetings received, we were able to move in three themes. First, more residents began taking advantage of the Block Club Support grant that we recently initiated. Now, individuals can be reimbursed up to \$100 for any security improvement made to their property. Secondly, we joined the MPD's safety walk program, weekly walks through the neighborhood meant to draw awareness of issues in the area. And third, we created a Community Safety & Infrastructure standing committee that will be examining, and researching, and making funding recommendations on a number of fronts. For now, these are limited to 1) Effective Communication Channels, 2) Strengthen Block Clubs, Empower Individuals, and 3) Safety through Infrastructure, Improving Current Infrastructure.

*

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 with the Subject Line: *2019 CPP Annual Report Budget*.

**

21. Please Send your **CURRENT BOARD LIST with NAMES and CONTACT INFORMATION** (Name, Street Address, Email, Phone) to 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.)

22. We'd love to share your highlights with others.

If possible, send digital photos, videos, illustrations to 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!