

# FIRST ANNUAL COMMUNITY CONNECTIONS CONFERENCE

*Report to the Community*

*“Better  
Communities  
through  
Neighborhoods”*

Presentation to  
the Minneapolis  
City Council –  
Committee of  
the Whole

Wednesday,  
March 7, 2012

# ACTION REQUESTED

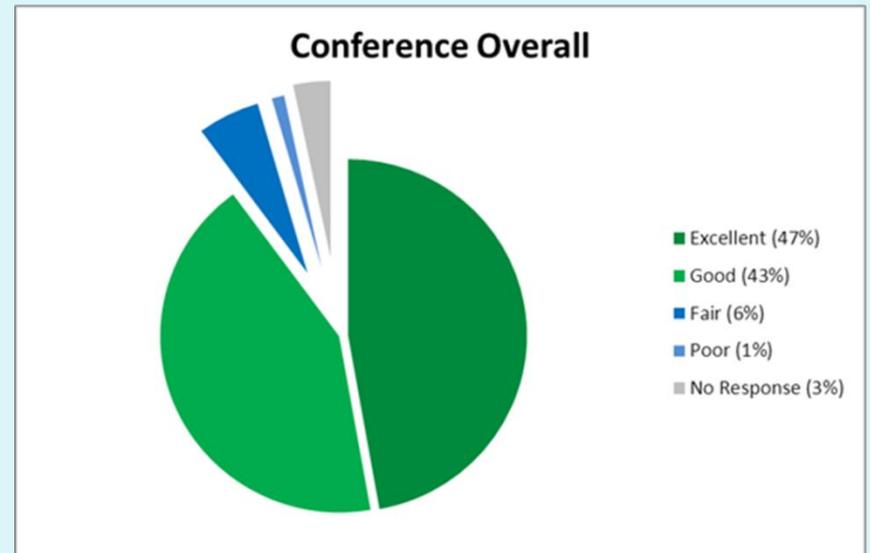
- 1. Receive and File the Community Connections Conference Report to the Community.**
- 2. Approve the acceptance of in-kind donations and financial contributions from sponsors. Donations were received from the following:**
  - \$5,000 from Allina Health Care Systems (direct contribution to the City).
  - \$4,650 from St. Mary's University Event Center for use of their space (in-kind donation).
  - \$3,000 from the McKnight Foundation to help cover travel expenses for Angela Glover Blackwell (funding provided directly to PolicyLink). McKnight Foundation's support also recognizes the leverage of her visit – meeting with over 50 foundation representatives, the Mayors of Minneapolis and St. Paul, a meeting with the Met Council, and a meeting with the Equity Now MN delegation.

# OVERALL PURPOSE OF COMMUNITY CONNECTIONS CONFERENCES

- Gather neighborhoods on an annual basis to discuss broader neighborhood and city goals, objectives and opportunities.
- Align neighborhood resources around broader goals to affect change.

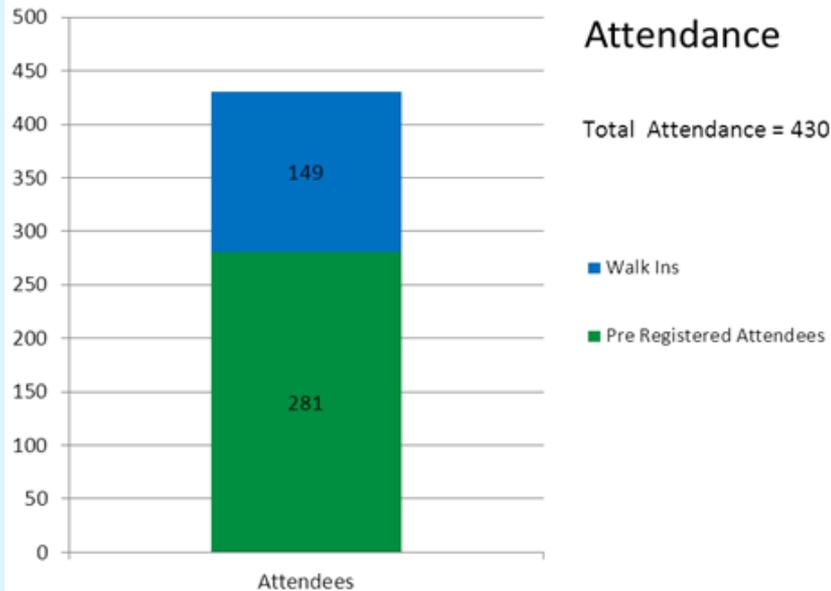
## 2012 Conference Theme

- Focused on the *One Minneapolis* goal.
- Provided tools and strategies to increase participation and diversity in neighborhood organizations.
- Provided a positive, engaging forum that supports volunteers and brings in new partners and participants.

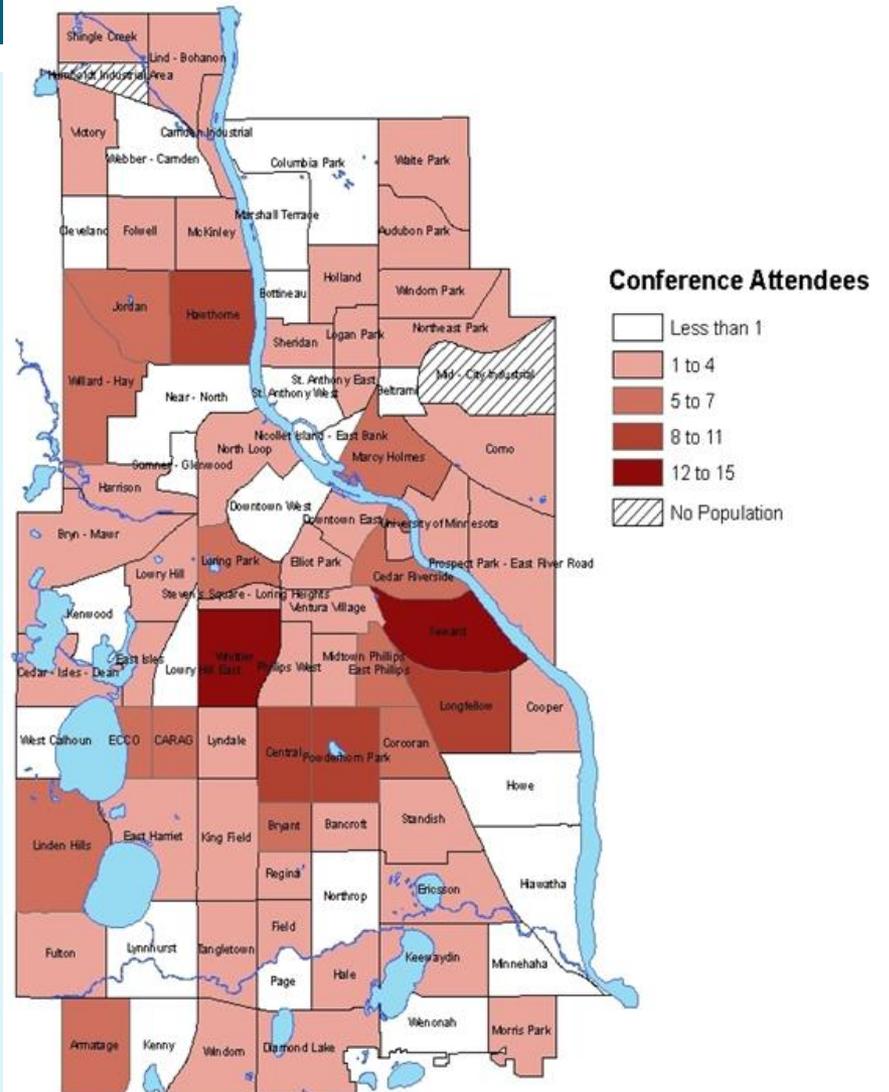


# ATTENDANCE

- 430 Participants
- 306 (85%) Resided in the City of Minneapolis

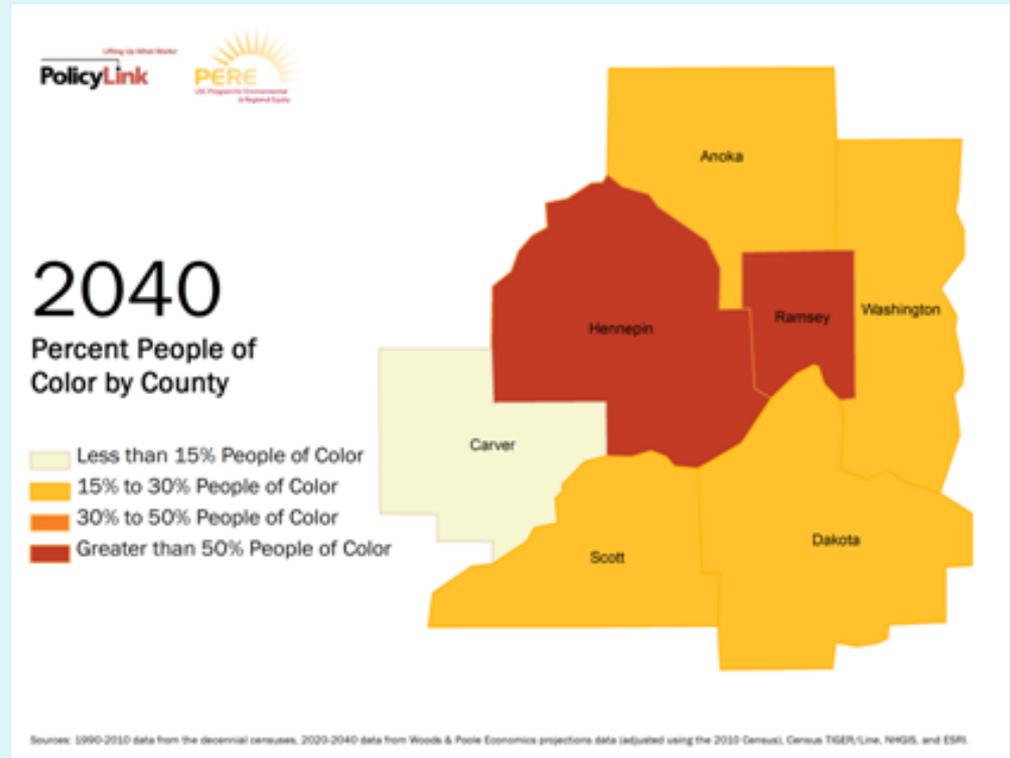


Attendance by Neighborhood



# KEYNOTE ADDRESS

- Angela Glover Blackwell, Founder and CEO of PolicyLink.
- Remarks focused on her work of Equity as a Superior Growth Model.
- Why Place and Race Matter - Prior to the conference, all pre-registered participants were provided and asked to read “Why Place and Race Matter”.
- Panel discussion followed focusing on how equity issues can be addressed on a local level.



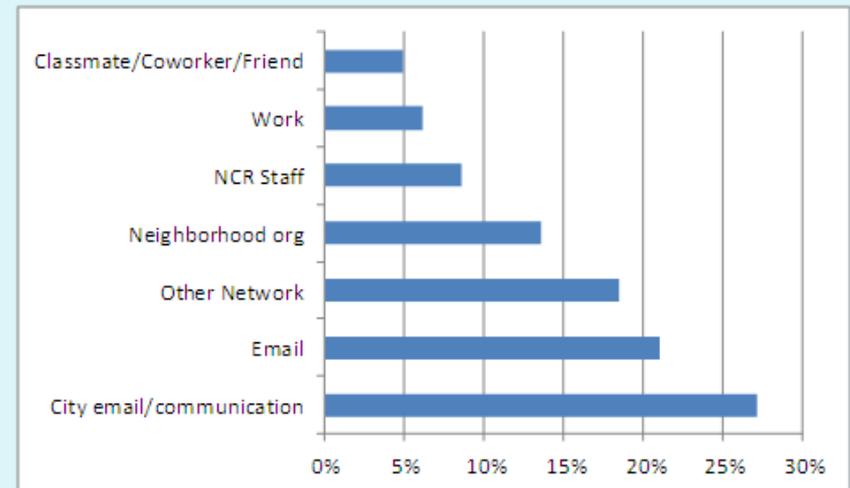
# CITY DEPARTMENT ENGAGEMENT



- 4 City Departments Presented workshops
- 9 City Departments hosted an Information Table
- Over 50 City employees attended the conference

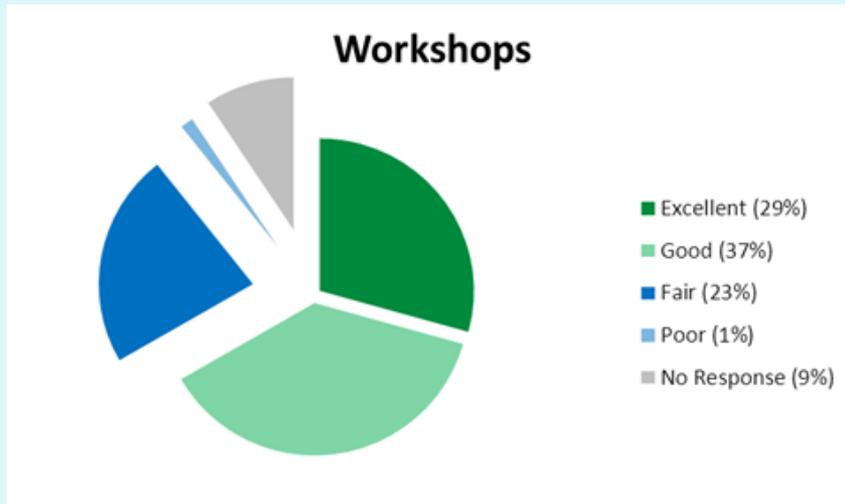
# COMMUNICATION AND OUTREACH

- Multiple communication outlets used to connect with over 2,000 contacts
- Larger communication effort initiated with the Communications Department
- Additional face to face and in person contact by NCR staff



# WORKSHOPS

- The Conference workshops addressed four main topic areas:



- Inclusive Engagement Practices
- The Way Forward: Equity-Driven Models of Governance
- Multi-Disciplinary Approaches to Engagement
- Tools for Environmental Sustainability

# NETWORKING



- Two opportunities were created to allow for attendees to connect, the **Neighborhood Café** and the **Booth Boulevard**.

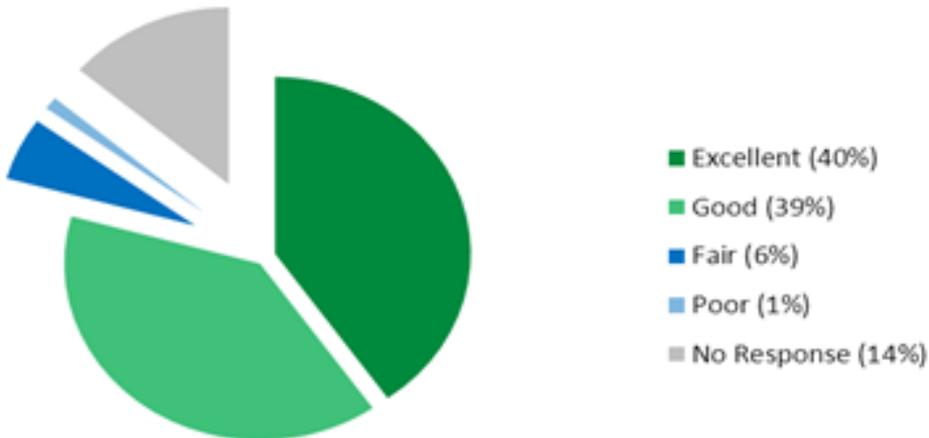


# ARTS AND CULTURAL SHOWCASE

- City's Director of Arts and Culture was a key staff person helping to incorporate arts and culture into the event.
- The cultural events not only helped set the tone of the conference, but reinforced the participation of a very diverse group of attendees and community organizations.



**Cultural Showcase**



# COST OF CONFERENCE

## **Total Conference Expenditures:**

- \$38,674.71

## **Total Revenue Raised:**

- \$14,750.00

## **Cost of Conference to the City of Minneapolis' Neighborhood and Community Relations Department:**

- \$23,924.71 (Department budget for conference was \$25,000)

## **Revenues Raised Include the Following:**

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- \$2,100 from 30 organizations reserved and paid for an Information Table.

# OUTCOMES & NEXT STEPS

## **Outcomes - The major conclusions from the conference are:**

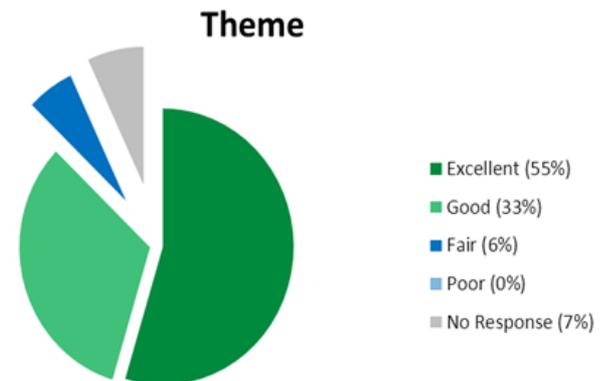
- It is possible to get alignment of neighborhood work around a broader, citywide goal.
- Neighborhoods believe equity is possible and see themselves as having a role in making equity happen
- Neighborhoods showed strong desire to partner with NCR department and the City in achieving the One Minneapolis goal.
- Neighborhoods believe there are examples of equity at work that we can learn from
- Neighborhoods want to connect and learn from each other on how to make equity a reality citywide.
- A citywide conference has tremendous value in supporting the work of our volunteers and energizing neighborhood organizations.

## **Next Steps:**

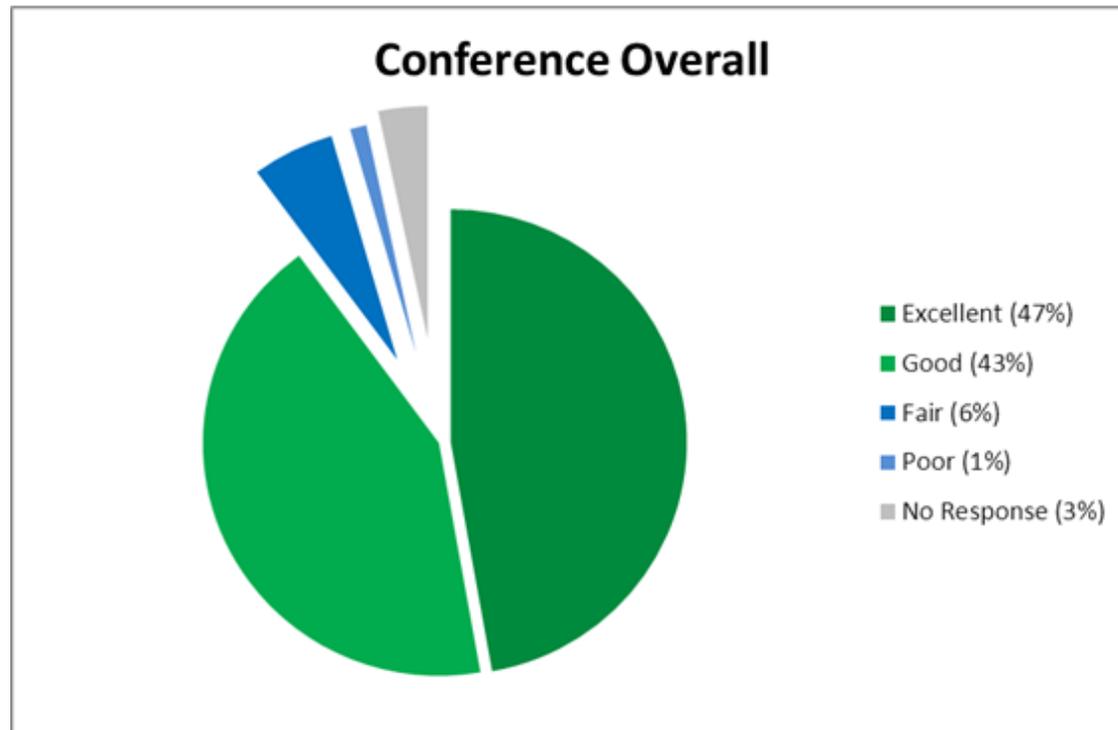
- Share results of the workshop with participants.
- Establish a working group of One Neighborhood workshop participants to further define NCR's work.
- Build upon the engagement of diverse community residents.
- Continue and expand the City's connection with various partners and neighborhood groups on developing and supporting a collective community engagement effort focused on eliminating racial disparities.

# 2012 Conference Theme

- The theme of the 2012 conference “Building Better Communities through Neighborhoods” focused on building diversity and increasing participation in neighborhood organizations.
- The City has a five-year vision of realizing the City goal of **Many People, One Minneapolis.**

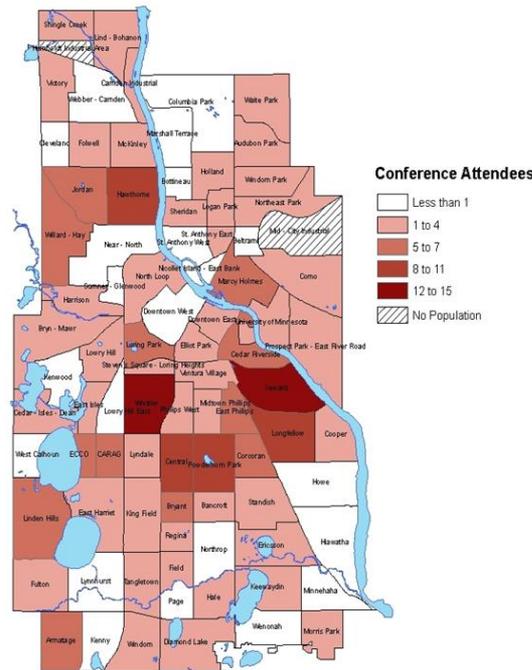


# Conference Overall



# Attendance from Neighborhoods

Attendance by Neighborhood



# Outcomes

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