

Meeting Notes
North Minneapolis Greenway Outreach Steering Committee
September 8, 2014, Sumner Library

Meeting attendees: Cathy Spann (Jordan Area Community Council), Russ Adams (Alliance for Metropolitan Stability), Matthew Hendricks (Twin Cities Greeways), Jim Skoog (north Minneapolis resident), Bill Dooley (Cycles for Change), Bill Fellows (Minneapolis Public Works), Sandy Loescher (north Minneapolis resident), Ebony Adedayo (Alliance for Metropolitan Stability), Sarah Stewart (Minneapolis Health Department)

I. Announcements

- a. The date has been set for the Greenway Outreach Steering Committee retreat. It will be on October 14, from 10:00-2:00, location TBD. We're working on finding a facilitator.
- b. The north Minneapolis Greenway will be featured as part of the Rail~volution conference. On Tuesday, 9/23, a bus tour will stop at North Commons Park at about 11:30, where both the greenway and West Broadway will be featured. Cathy Spann and Sandy Loescher will attend, and others may attend if their schedules allow.
- c. The presentation about the greenway to City Council's Transportation and Public Works committee has been moved to Tuesday, 9/23 at 9:30 am.

II. Year Two Budget

- a. The Year Two Budget was reviewed (see separate document). Discussion summary:
 - i. We're still determining how minigrants will go out for the next round of community engagement. It will be a topic of discussion at the retreat in October. The process will likely be competitive; and minigrantees may be selected to continue to work into year 3.
 - ii. The planning consultant for year two is to-be-determined. SRF has done a good job, but we will wait to select a consultant until we've determined what they will work on.

III. Data analysis update:

- a. Both maps have been complete (showing support on the proposed route and one block off of the proposed route)
- b. Staff are working to come up with response rates along the route.
- c. Most of the qualitative analysis has been completed (see separate summaries). The qualitative data will be summarized even further for the report. The responses to Question 6 give a good sense of how people are thinking about the greenway and show both strong support and strong opposition. Discussion summary:
 - i. Next step is to focus on getting a better understanding of the opposition. What are the biggest problems and concerns? How do we address the issues and concerns that people are faced with?
 - ii. Next round of engagement won't likely be surveys, but smaller group engagement. Some ideas: block club meetings, field trips to Milwaukee Ave (although not all groups had success with this in the past). Conversations would

start by focusing on where there's a level of agreement on some things, and then figure out where there's disagreement/challenges.

IV. Communications planning:

- a. Communications plans (so far) include holding a couple of public meetings, putting out press releases, reaching out to media, putting an ad in Spokesmen Recorder and other papers, getting on KMOJ (focus on health-related shows?) and attending events. It will be important to do things besides asking people to come to a meeting. Event ideas include:
 - i. Lowry Ave Open Streets, 9/20, 11:00-6:00 – may be able to use some turf fabric from the bike coalition; could try to get on stage to talk about the greenway; volunteers needed to help with this
 - ii. MPS BBQ 9/25, 5-7:30, MPS Nutrition Center parking lot (812 Plymouth Avenue North)
 - iii. Family Day on Sept 28 – maybe hand out info in the parade? Also have info at Urban League and/or get on stage to talk about this? Cathy volunteered to help with this.
 - iv. Harrison Education Center Fair, 10/15, time TBD
- b. Sarah will be drafting info posters/handouts to have for events. She will email them out for feedback in the next week, with a deadline for providing feedback. Discussion:
 - i. We'll need to craft a clear message about this, develop key messages like last year.
 - ii. The main message should be something like "There's lots of interest in developing something new on the Northside, but there are still concerns to address and engagement to be done."