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COMMUNITY PARTICIPATION PROGRAM  
Application Template.

Please feel free to use this template as a guide to developing your submission for funding from the Community Participation Program. The level of detail should be appropriate to your organization's proposed activities, and to the level of funding allocated for your organization.

CONTACT INFORMATION:

Organization Name:	Saint Anthony East Neighborhood Association
Address:	909 Main St. NE Minneapolis, MN 55413
Website url:	saenaminneapolis.wordpress.com
Organization email:	saena3@gmail.com
Federal EIN:	
Board Contact:	Name: Susan Burns
Staff Contact:	Name: Sean O'Neil

FUNDING ACTIVITIES.

Use the following questions as a guide for your submission.

1. After this first funding year, neighborhood organizations will submit proposals for three years of funding from the Community Participation Program. How will your organization engage residents and other stakeholders in 2011 to develop your three-year proposal?

St Anthony East Neighborhood Association (SAENA) has formulated a plan to maximize engagement and collaboration with residents, business owners, the 3<sup>rd</sup> Ward Police Department, the City of Minneapolis, and non-profit organizations involved in Northeast Minneapolis. We understand that only through building networks and fostering social partnerships, amongst our various community members, can we achieve a vibrant, safe, and thriving neighborhood. During our effort to submit a three-year proposal, we will concentrate on three key methods of engagement.

SAENA will continue to (1) gain direct input from community members regarding which neighborhood issues are most important to them; (2) facilitate respectful dialogue that seeks to exchange different perspectives and methods of addressing those neighborhood issues, and (3) deliberate on plans through a structured and ordered process which gives equal consideration to all community members at monthly community meetings. We believe community meetings are the most efficacious method

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for developing our three-year plan because it allows free and direct interaction to take place while ensuring a system of order and respectful exchange of ideas. However, it is not sufficient to rely merely on community meetings due to their limited frequency.

We will also conduct careful analysis of existing programs, meetings, and systems to determine how funds can be used most effectively. We will collaborate with other neighborhood groups to learn of new and innovative ways to maximize the efficiency of funds and success of engagement efforts.

Further, SAENA will engage in dialogue with other organizations that have a presence in the neighborhood, such as Center for Energy and Environment, TC Habitat for Humanity, and the Housing Resource Center Northeast. Building partnerships with these organizations, and any other similar organizations, will allow SAENA to observe where efforts are duplicated and channel any redundancies into a more concentrated, collaborative effort. To provide a tangible example, SAENA recently partnered with Center for Energy and Environment, resulting in a home energy-reduction workshop in St. Anthony East scheduled for February. Rather than having both organizations promote the workshop separately, we have developed a strategy to conduct outreach for the program, using SAENA's existing neighborhood networks and CEE's detailed and plentiful promotional materials. By each organization supplementing the other we can maximize the number of residents reached and the quality of information provided.

2. What regular outreach and engagement activities will your organization carry out in 2011?

As mentioned above, SAENA holds a monthly community meeting and board meeting. These meetings are intended to actively seek out members of the community and facilitate their participation with our organization. All meetings are advertised publicly through newsletters, brochures, emails, and event postings in the Northeaster newspaper. The community meetings provide a forum for residents and stakeholders to share pertinent information regarding any issues, events, programs, or concerns that are taking place in St. Anthony East and surrounding neighborhoods.

Further, we will promote current SAENA initiatives through a door-to-door canvassing effort, scheduled to start in the third week of January 2011. It is our intent to contact every resident in neighborhood by February 7, 2011 to advise of initiatives and solicit participation and input. Our door-to-door canvassing will promote Center for Energy and Environment's neighborhood workshop, inform residents of our proposed new dog park, invite residents to our community meetings, and survey resident demand for street level safety lighting. Direct interaction is an essential aspect of building social trust and community engagement. We understand that unseen barriers can often prevent individuals from attending community meetings or neighborhood events. Lack of accessible transportation, not knowing about the meeting, or a myriad of other possible obligations inevitably limits the number of persons that will attend meetings.

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As an organization that represents all of the neighborhood's members, SAENA will work to minimize the barriers that prevent community engagement.

A key aspect of SAENA's engagement effort for 2011 is the Neighborhood Policing Plan, drafted in collaboration with the 3<sup>rd</sup> Ward Crime Prevention Specialist, Nick Juarez and Lieutenant Kathy Waite. The Policing Plan seeks to increase neighborhood safety through (1) building partnerships with rental property owners; (2) increasing interaction with business owners to develop a process for mitigating minor business-resident conflicts; and (3) recruiting residents to volunteer as block club leaders. We believe that a greater level of dialogue between these groups will strengthen community bonds and yield a higher level of neighborhood safety.

3. How will your organization reach out to under-represented groups in your community? Who are these groups?

Due to St Anthony East's large concentration of rental properties, about 48% of all residential properties, SAENA will engage non-homestead landlords to help improve critical livability issues. By effectively working with landlords, we can serve the interests of two under-represented groups; landlords of rental properties and the tenants of those properties. SAENA will engage in regular dialogue with landlords, invite them to SAENA meetings and events, and work with the City of Minneapolis to develop a system of monitoring the issuance and renewal of rental licenses. This initiative will help improve the quality of rental properties by ensuring proper legal conduct and building relationships with a group that has not significantly participated in neighborhood activities in recent years.

SAENA will also continue to pursue initiatives that assist low-income residents. Aeon and Twin Cities Habitat for Humanity have partnered to develop the Old Third Avenue Townhomes in St. Anthony East. The project is the last of a three-phase development bringing diverse housing options to a St. Anthony East neighborhood block that had long been underutilized. The townhomes will allow eight households earning less than 50% of the area median income to transition from rental to home ownership. SAENA intends to advise and encourage neighborhood residents, who are eligible, to apply for housing opportunity. Further, SAENA will continue to promote our Last Resort Deferred Loan. This loan provides financial assistance to households earning 50% or less of the area median income who have a serious home repair situation that needs to be addressed, such as outstanding written housing orders and/or health and safety issues if the repairs are not corrected.

Once 2010 Census Data is revealed, we will analyze the neighborhood's demographic statics, and develop an initiative that seeks to reach out to groups that do not currently have significant involvement with SAENA. The 2000 Census data shows that less than 25% of St. Anthony East residents were non-white. We expect that this

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statistic to be larger in the 2010 Census report, and we will take steps to respond accordingly. One effort that we could take to address an increased Spanish speaking population is to have translated copies of SAENA promotional material, such as newsletters and our website. This initiative, though highly desirable, would be costly and requires additional funding. Similarly, SAENA can encourage bilingual individuals to join our organization. These efforts could help us increase interaction with non-English speaking residents, and help decrease language barriers.

4. What planning activities would your organization like to carry out in 2011? (This could include strategic planning, land use planning, NRP planning, etc).

SAENA is in the process of developing its NRP Phase II plan, and will implement the plan once approval from the City of Minneapolis is obtained. We will research extensively each potential Phase II project, analyze their proposed purposes, and estimate the degree of impact that could be expected from each project. We will use the resources necessary to conduct accurate research and make confident conclusions with respect to Phase II projects. Further, SAENA has gained input from the community to determine the demand for projects and will continue to use neighborhood feedback in the decision-making process. Land use planning is underway for the Community Commons Park, including possible addition of a dog park and increasing the size of the community garden.

Along with NRP Phase II planning, SAENA will undergo strategic planning to increase the efficacy of certain existing programs and activities. Since 1998, SAENA has contracted with the Greater Metropolitan Housing Corporation to administer its housing programs, the Revolving Loan and Last Resort Deferred Loan. These programs provide low interest rate loans to property owners in St. Anthony East for home repairs, particularly for blighted or damaged properties. SAENA will continue to offer these loans and increase their promotion to qualified candidates. Significant strategic planning will take place regarding how to best recruit residents to take advantage of the housing loan programs. We will collaborate with the Housing Resource Center to determine which houses may benefit the most from these programs, and actively promote the loans to the owners of those properties.

Another area of key planning will be to work with the City of Minneapolis to develop a system of monitoring the issuance and renewal of rental licenses in order to ensure proper legal and procedural conduct. This effort will not only reach under-represented groups, but it will increase the safety and livability of rental properties. It will require strong collaboration and planning between SAENA and the City of Minneapolis to develop an efficient system. If a proper system is put in place, it will help raise standards for how rental property owners manage the facilities and monitor unwanted tenant behavior.

Also, SAENA intends to work with the City of Minneapolis to establish a process for resident-business dispute resolution. It is desirable for resident-business conflicts to

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be reconciled through a system established by a group representing the interest of the neighborhood (SAENA), rather than through costly legal action. Again, this will be a focus of planning in our effort to promote safety and healthy community interaction in St. Anthony East.

5. How does your organization provide information to the community? How do you gather information from the community?

Community meetings and events, regular mailings and a website, as well as active outreach by our office manager are primary methods of providing information and receiving input from the community. The community and board meetings have proven to be particularly useful for sharing information on legislative updates or current actions in the City Council that impact St. Anthony East. In recent months, both Council Member Diane Hofstede and Representative Diane Loeffler have attended SAENA's community meetings to interact with their constituents and provide information to the neighborhood. This allows greater transparency and cooperation to exist between public officials and the people they represent. Furthermore, it fosters participatory democracy where all members of the community can have their voices heard. SAENA will ambitiously pursue further participation to take place and ensure information to be shared equally between residents and stakeholders in St. Anthony East.

We will also use the organization's website, physical mailings, local newspaper postings, and emailing to disseminate information and receive input about neighborhood priorities, City decisions, and SAENA's activities. As many community members may not be able to attend meetings, it is necessary to use more convenient methods of communication. Email and SAENA's official website are efficient ways to engage residents, business owners, and other stakeholders. However, we must make sure not to exclude individuals who may not have access to such online mediums. Thus, we send out physical mailings, such as newsletters and brochures, to reach out to the largest possible number of community members. SAENA has recently started posting all public meetings and events in the *Northeaster* newspaper. Also, SAENA will consider using surveys to gain input from neighborhood residents and businesses in coming years.

SAENA board members and staff members are active participants in various meetings and events held by other organizations. At least one member of SAENA attends the monthly 3<sup>rd</sup> Ward C.A.R.E Meeting, held by Council Member Diane Hofstede, which provides information concerning problem properties, mortgage foreclosures and safety issues. These meetings allow SAENA to gain essential information on salient developments in the neighborhood and share the information with the community.

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SAENA also contributes to the Second Precinct Advisory Committee (2PAC). This committee brings together neighborhood and police leaders to discuss safety issues affecting neighborhoods, and develop collective strategies to address them. Information shared in the 2PAC meeting is then presented at the monthly community and board meeting, allowing the rest of the community to become aware of current safety issues.

6. What festivals and events will your organization host or support in 2011

SAENA will hold several events and festivals in 2011, each of which are held annually, in an effort to fully engage the community. List of neighborhood events that SAENA will host or support are the following:

- Ice Cream Social
  - This annual event, held at St. Anthony Park, allows the community members of all ages to come together and get to know each other. Free ice cream is available to all participants, and the park provides a recreational environment for friends and families. Between 70-80 people attend the event each year.
- Plant Give-A-Way
  - This event is great way for SAENA to encourage residents to beautify their homes by starting or adding to their home garden. Residents meet at the Community Commons Park where we give away \$800 worth to plants to residents. The Plant Give-A-Way is a popular event and enjoys significant turnouts each year.
- Fall Festival
  - In 2011 SAENA will host the St. Anthony East Fall Festival. This event will be open to the public and will be promoted through our established communications methods. The festival will contain food, non-alcoholic beverages, live music, and other activities. The event is part of SAENA's strategy to bring the community together and build relationships within the neighborhood.
- Northeast Farmer's Market
  - SAENA is an official sponsor to the Northeast Farmers Market, which takes place every Saturday from June through October. Although technically outside of SAENA boundaries, the Northeast Farmer's Market encourages socialization, community-building and provides a wide range of fresh foods, gifts, and activities.

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SAENA will continue to sponsor the Northeast Farmer's Market in 2011.

7. What else would you like the Neighborhood and Community Engagement Commission know about your organization?

Though St. Anthony East is relatively smaller in size and population than some other Minneapolis neighborhoods, our community enjoys significant participation from its members. Through the efforts of SAENA in recent years, we have helped increase safety in the neighborhood and develop strong partnerships with many businesses, non-profit organizations, and public service departments. Our housing programs have greatly improved critical livability issues in the neighborhood, and our continued initiatives will only further improve the value of properties and quality of life for the people who reside in them. Other Phase I projects, such as the program to assist seniors with daily living activities, and the added walkways that made St. Anthony East Park accessible for handicapped and senior persons, have greatly impacted the neighborhood. Our organization is the pre-eminent group that facilitates community interaction in St. Anthony East. Since there are no churches or functioning schools within the borders of the neighborhood, SAENA exists as the sole institution in the neighborhood that actively supports the development, safety, engagement, and representation of its members.

8. Besides funding, what are some other ways that the NCR and NCEC can help your neighborhood organization?

The NCR and NCEC could assist SAENA by providing information on what community engagement strategies and programs have experienced the greatest amount success in other neighborhoods similar in size and population to St. Anthony East. Clearly, neighborhood groups develop plans that suit the demands and priorities of the particular community. However, if the NCR/NCEC observes a certain kind program or strategy that has seen success in a variety of neighborhoods, it is likely that SAENA could expect similar results. It is clear that SAENA's established and integral role in the neighborhood can only exist with proper assistance from the City of Minneapolis. Throughout many years SAENA has worked closely with the City to revitalize the neighborhood, and we hope to continue to this positive relationship with the NCR and NCEC.

ESTIMATED BUDGET

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Staff Expenses	\$ 12,000
Employee Benefits	\$
Professional Services	\$ 3,000
Occupancy	\$ 1,000
Communications/Outreach	\$ 4,000
Supplies and Materials	\$1,000
Festivals and events	\$ 3,000
Food and refreshments	\$ 1,000
Development	\$ 1,000
Fundraising	\$ 450
Other Services	\$
<b>TOTAL:</b>	<b>\$26,450</b>

**Date of Board Approval:** Since the SAENA board of directors will not meet until January 24<sup>th</sup>, no vote for approval has been conducted. The board will submit approval no later than January 24, and likely will approve plan earlier than that.

Notes:

- Staff expenses should include payroll, FICA, and withholding, or staff contractors.
- Employee benefits should include any health insurance, retirement, or other benefits.
- Professional services should include the cost of temporary contractors, bookkeepers, accountants, etc.
- Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.
- Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
- Supplies and materials should include office supplies as well as expenses for supplies related to ongoing programs such as block patrols, etc.
- Festivals and events can include any costs related to community events and festivals.
- Food and refreshments can include the cost of any food or refreshments related to your organization’s community engagement efforts (may not exceed 5% of your organization’s CPP allocation).
- Development expenses could include costs related to training, education, recognition, or orientation for board, staff and volunteers.
- Fundraising could include any costs related to fundraising for your organization (hiring of consultants, costs of materials, postage, events, etc).