
COMMUNITY PARTICIPATION PROGRAM
Application

CONTACT INFORMATION:

Organization Name:	Marcy-Holmes Neighborhood Association
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FUNDING ACTIVITIES.

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?

In addition to our regular activities as outlined in item 2 below, we will broadly publicize the fact that we are developing this three year plan. We will encourage residents and other stakeholders to present ideas in writing or in person at one or more of our open-to-the-public general membership meetings and at neighborhood events, meetings and other community gatherings, and via website and e-mail as well as engage our MHNA standing committees, board and membership meetings. In addition, we are planning to host smaller informal group meetings at public places, including coffee houses, to discuss both broader topics of interest and specifics for the three-year proposal. We will also present a draft proposal for comments on our website.

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

We will begin by analyzing in-depth information gathered from 2010 Census for our area, with the assistance of CURA (the Center for Urban and Regional Affairs at U of MN), and using that information to educate and inform not only our membership but the broader community. We will also continue and expand our monthly e-mailings to members and neighborhood institutions and organizations as well as stakeholders who have requested notification via regular mail. We are redesigning our website which will include regular postings of information about the MHNA board, membership and committee meeting schedules, minutes and agendas as well as other information about the neighborhood. In coordination with U of MN student liaisons, we will distribute flyers, welcome-student lawn signs, and do some doorbell ringing at student rental houses during Welcome Week. (This neighborhood no longer has a community newspaper, but many of our activities with the University District Alliance are also disseminated via U of MN press vehicles.)

In addition, our Safety and Livability committee will continue to work closely with our City's Second Precinct police monitoring crime and safety issues. This committee draws a great number of residents to its meetings when crime is up, less when crime is low. Our "Items of Interest" email goes to all members and others who have indicated an interest in receiving it.

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

The composition and location of these groups will be clearer when we have the census breakdown, but historically under represented groups are young families, professionals working downtown, minorities and young people, including students. We should reach them via info in 1 & 2 above, through our work with U of MN Student Liaisons. We have noted below in item 8 that we could use some advice and assistance in doing more via social media that is used extensively by younger people, but we will also work with Student Liaisons on this effort. In our coffee hours with board members and residents we plan to seek advice on reaching out to student and other apartment house dwellers. Many young families send their children to Marcy School in our neighborhood. Our MHNA office is in the school and we have established good working relationships with the school and its Marcy Arts Partnership.

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

Our neighborhood already has a master plan and several small area plans which we regularly review and use for guidance. We are forming a task force to help the neighborhood retain and improve its original housing stock with an emphasis on "green development." With the University District Alliance we are working with the City on plans for Granary Road, which links the SE neighborhoods. We are also holding a series of Land Use forums and workshops, in conjunction with the University's Metropolitan Design Center. We are involved in riverfront planning as part of the Mpls. Riverfront

Corporation's East Bank team. Our regular Land Use committee deals with development here which is aimed at both student housing, more "live near your work" housing for U faculty and staff, and downtown workers. With the recent changes in the A-Mill/ East Bank Mills site finances, as well as new state rules for overseeing that area, there may be a need to revisit planning there. Working with the Alliance's Housing committee, we continue to seek ways to preserve and increase homeownership in the District.

MHNA is also represented on the University District Alliance Vision and Planning Committee that will be hosting more local forums in 2011 relating to housing, transportation--including the Central Corridor-- and other issues to which MHNA members and non-members will be invited. We are also working with the Dinkytown Business Association on development issues in that commercial area. We have contracted all available NRP funds as of this date but if more funds become available we have just completed a community survey as to how additional funds for planning and development would be used.

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

Information is provided to the community through MHNA website, mailings and e-mailings, and our regular "Items of Interest" e-mailings, as well as flyers, news articles, and University District Alliance avenues like "The Brief". Because our board has appointed reps from area organizations and institutions (SE clergy, U of MN student groups, area business organizations), they take information back to their groups and collect comments. We also maintain long-term relationships with our two neighborhood business groups (Dinkytown Business Assn and NE Business Assn), SE Seniors, SE churches, and many rental property owners, apartment building and condo managers and housing and business developers. Through the University District Alliance, a coalition of the SE Como Improvement Assn, MHNA, Prospect Park East River Rd Assn and Cedar Riverside, the U of MN and the City, we work on many common issues and projects for neighborhood improvement. We gather information at open meetings, events and gatherings. In the fall of 2010 we asked the community to rank remaining NRP Phase II strategies via mailings and our website and we got a strong response. Recommendations like these are sent on to MHNA board for consideration.

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

We will continue our large Annual National Night Out celebration, our annual fund raiser event, co-sponsor Wednesday Walks with Mpls Riverfront Corp, weekly tours of our riverfront that are based on themes such as water quality, Birds of the Mississippi Flyway, our annual Welcome Students campaign and gardening events such as our potluck and plant swap, and our volunteer adopt-a-garden work that maintains our large flower garden at 10th Ave SE & 8th St. SE and our gardens along historic 5th St SE. We will also continue to participate in University District Alliance- sponsored workshops and activities, such as recent ones on energy efficiency, Architect Saturdays (free 45 min

consultations with architects, contractors and landscape designers), Land Use/Urban Framework, and a local Hennepin County Hazardous Waste collection event.

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

MHNA is one of the oldest neighborhood associations in the city. Our historic neighborhood is uniquely positioned between the University of MN and downtown Minneapolis. Divided by 35W, it has always been a challenge to join the two sides of our neighborhood when one faces the University the other faces downtown. Recently we have made remarkable strides by joining with the other nearby neighborhoods in forming the University District Alliance (UDA). While each neighborhood is unique, we share many problems. By getting the attention of, and some resources from, the State Legislature, the University and the City, we have moved ahead on several fronts that would not have been possible by ourselves. With the UDA we have established a homeownership preservation program; created and maintained a Live Near Your Work campaign and a website (www.livenearyourwork.net) that showcases the neighborhoods and district and presents ownership and rental opportunities; assisted the City with the SE Strategic Compliance Task Force on regulatory issues; worked to formalize a University Overlay District; done district-wide and neighborhood transformational project planning. There is now better participation from students and faculty, as well as various City departments, in collaboration with the University Student Liaisons. Many students are assigned class projects to work with the neighborhood – for example we had a landscape architect student take on the 6th Ave Greenway native planting project this summer as part of his thesis. MHNA created the Student Liaison program, which was then adopted by the U of MN. We confer with that group of students monthly and share resources, info and concerns. We noted above that each fall our Welcome Students campaign involves not only MHNA members but City and U personnel walking the neighborhood and handing out information about our area. We recently produced a video “Voices of the District” telling the world that this is a great place for people to work, study and live. We have promoted the video to developers, architects, city planners and other interested parties and it will soon appear on the MTN channel. We also have many volunteers engaged in community gardening (and adopt-a-garden) and beautification activities, and who adopt and monitor trash containers and serve on restorative justice community conferences panels. Our office is located within Marcy Open School and we maintain close ties with the school. We are a large neighborhood with, on the one hand, long-term residents and at the other end of the spectrum a great number of transient 18-25 year olds. Our challenge is to balance these interests and also attract a group we need more of – stable residents who work, raise families and pay taxes here.

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

Since neither the Star-Tribune nor MinnPost—the latter located in our neighborhood--adequately cover City of Minneapolis plans and decisions, NCR could publish a weekly or monthly e-mail newsletter aimed at neighborhood organizations that we could then send on with information of particular interest to our area through our communications channels. Our neighborhood is especially interested in environmental issues and transit and traffic flow issues since 35W bisects it and many of our residents use buses or walk to work and to campus. We are close to downtown, abutting the thriving NE/East Hennepin area, and must deal not only with traffic to and from the University but also through traffic that heavily uses University Ave and 4th Street SE. This sometimes creates a real problem for pedestrians trying to cross the busy intersections in our neighborhood. The idea of a steetcar on Central Avenue, the border of our district, is also intriguing. Many people here are avid bicyclists and interested in the progress of the new bike boulevard linking NE to SE and downtown via the Stone Arch Bridge. The attention being paid to the east bank of the Mississippi River is also foremost in our minds. We could use some NCR assistance in the use of social media and advice on how it would add value to our work, especially since we have so many young people in our area.

ESTIMATED CPP BUDGET

(Note this is not our organization’s total budget, just CPP share. We do our own fundraising and benefit from several in-kind donations* that serve to keep us in business.)

Staff Expenses	\$26796
Employee Benefits	\$ (This will come out of other funding sources.)
Professional Services	\$ 2750
Occupancy*	\$3970
Communications/Outreach	\$8000
Supplies and Materials	\$1450
Festivals and events	\$3884
Food and refreshments*	\$200
Development	\$600
Fundraising	\$500
Other Services	\$2008
TOTAL:	50158.16