

Hale, Page and Diamond Lake Community Association
CPP 2011 Annual Report

1. Accomplishments: In 2011, HPDL used its CPP funds to engage the community in several ways. We worked hard to transition our quarterly newsletter to a bi-monthly e-newsletter that included more articles from the area and especially our neighborhood residents. This change also allows us to be more environmentally friendly and get information out in a timely manner. HPDL also supports two community gardens in the neighborhood that provide opportunities for neighbors to work together to beautify the community. As always our committees are active in the neighborhood and work to provide timely information on events as well as valuable safety information.
2. 2011 CPP Submission: HPDL has a long tradition of planning neighborhood events. The first of the year is Frost Fest which is held in January. It is a time for families and neighbors to gather and have fun playing games, enjoy the ice skating at the park, and help support the Pearl Park hockey program. This event routinely draws around 450 people and is a collaborative effort with Pearl Park, Pearl Hockey Association, and the Minneapolis Park Board.

In March our Crime and Safety Committee hosts its annual meeting to address issues of crime in the neighborhood. Minneapolis officers are invited to attend and present information on crime in the area and what the residents of HPDL can do to keep the neighborhood safe. This event brings out businesses and residents alike.

April brings the Earth Day clean-up event that is organized in conjunction with the City of Minneapolis and the Park Board. Residents are encouraged to get out and clean up the green spaces in the neighborhood along with doing work in their own yards to keep the leaves and debris out of the storm sewers.

Our largest event takes place in July. Picnic in the Park celebrated its 20th Anniversary this past summer and had great attendance. We estimated that 4,000 plus attended the event and we had great participation from local businesses and non-profits. This event is a great way for residents of the HPDL neighborhoods to connect with the local businesses, non-profits, and other neighbors. Picnic is a collaborative effort with Pearl Park, Pearl Improvement and Recreation Council, Minneapolis Park Board, and HPDL. We have a committee of 10 volunteers who does all the planning and many other volunteers from the community who help make the event run.

Leading up to the Picnic in the Park we have an event that is unique to HPDL. The HPDL Business Association Treasure Hunt is a partnership with HPDL and offers a fun way for people to get out in the community to see what businesses are in our neighborhood and what services they offer. Businesses donate prizes for the winner and clues are posted for 10 days that lead to the rabbit that is hidden in the neighborhood.

HPDL has been doing these events for years and they are staples in the community. We continue to make changes each year to keep them current and to reach out to all members of the neighborhood so that everyone knows they are welcome.

3. Stakeholder Involvement: HPDL is an inclusive community association and we make sure that we publicize our events to the entire mailing list so that no one is excluded. We also keep the prices low on event activities to encourage participation by anyone who wants to attend.

We currently have 7 board members and 4 vacancies. We have been searching for months for two residents from the Page neighborhood who would like to serve on the board. We are hopeful that those vacancies will be filled in the coming months.

We have several committees that are active in the HPDL Community Association. Our Crime and Safety committee meets most months (9 out of the 12) and has 7 regular members. The event committees work at various times throughout the year and committee members vary from 6 to 10. The Communication's committee is rebuilding and has 3 strong members and is looking to increase their membership.

Our annual meeting is attended by 60 people, a mix of residents and business owners.

Our bi-monthly newsletter is directly emailed by the HPDL office to 550 residents in the neighborhood and is posted on our website and Facebook when it is published. We have a mailing list of 45 people who requested a hard copy be sent out to them. All advertising for events such as the annual meeting, March meeting, Picnic in the Park, etc. is sent to every household in our neighborhood.

4. Financials:

Communications/Outreach	\$9,313.65
Development	\$25.00
Festivals/Events	\$16,206.29
Food/Refreshments	\$1,312.26
Occupancy	\$7,063.69
Professional Services	\$1,501.20
Staff Expenses	\$19,541.81
Supplies/Materials	\$3,103.09