

CONTACT INFORMATION:

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VENTURA VILLAGE
COMMUNITY PARTICIPATION PROGRAM
2011 ANNUAL REPORT

In 2011 Ventura Village continued to use traditional methods of outreach including mailing agendas to members, e-mailing meeting notices and other important information, we began the process of updating our website, and we published articles on neighborhood events in the Alley Newspaper.

In an effort to reach an even wider population, we increased the number of Volunteer Committees to include: Crime & Safety, Housing and Land Use, Community Engagement, Wellness and Gardening, Parks, and Business. These Committees have worked to engage the community in more productive ways.

We reduced crime substantially by engaging residents, property owners, non-profits, schools, agencies, government officials, the police, and the University College of Urban Design to develop strategies to redesign Peavey Park and to increase programming in Peavey Park.

We reached out to minority and immigrant and homeless populations by establishing forums for listening sessions where these persons can be heard. Some listening sessions are held in apartment buildings. The most success sessions are held in the "Thrones" area of Peavey Park on Thursday and Friday Evenings from April through October. Approximately 200 individuals have participated in these sessions.

We have redesigned our web site to create a community calendar.

EVENTS

We participated in neighborhood events through sponsorships and by having a presence at these events. Events included the American Indian Month kickoff celebration, the Bridging Minneapolis Celebration that connected all four neighborhood of the

Phillips Community in a full day celebration along E 24th St from Little Earth to 5th Ave, Block Club events, National Night Out, the Peavey Park Festival, two Phillips Food Resource Hub events, (a seed distribution event in the spring and a barbeque in July),

STRATEGIC PLANS

In 2011 the Housing and Land Use Committee met with City Planner Paul Mogush to discuss the revising of our Master Land Use Plan. It was his observation that most of the Ventura Village Plan had been accomplished and that a new plan was not necessary because there is very little land left to develop. He agreed that a focus on Peavey Park was probably the best use of our resources.

STAKEHOLDER INVOLVEMENT

In 2011 Ventura Village reached out to stakeholders in many projects. We worked with Running Wolf Fitness, Minneapolis Swims, the Waite House, and the Minneapolis Park and Recreation Board to repurpose the Phillips Community Center.

As stated above, we engaged residents, property owners, non-profits, schools, agencies, government officials, the police, and the University College of Urban Design to develop strategies to redesign Peavey Park and to increase programming in Peavey Park.

We partnered with the Franklin Area Business Association on three projects: the branding of Franklin Avenue with banners, a graffiti abatement project, and the flowers on Franklin project.

BOARD of DIRECTORS

In December of each year we vote to elect fifteen Board members. Throughout the year we have members resign because they move out of the neighborhood or their lives or interests change. We currently have one vacancy on the Board.

MEMBERSHIP

We currently have 239 members. Agendas are mailed each month to all members. Information is also e-mailed to approximately 350 people. 30-50 people attend each monthly membership meeting.

OTHER PARTICIPATION

It is impossible to know exactly how many people attended all the events that Ventura Village participated in or sponsored in 2011, but an educated guess would be approximately 2000 with duplicated participants.