



## **Community Participation Program 2011 Annual Reports**

For: NCR Department, the Neighborhood and Community Engagement Commission (NCEC) and the public about your Community Participation Program activities.

### **1. Accomplishments**

**What were your organization's major accomplishments in 2011?** 2011 was an interesting year for Sheridan Neighborhood Organization (SNO). We knew there would be challenges. Our long time funding source, the Neighborhood Revitalization Program (NRP), responsible for ushering in the incredible improvements Minneapolis saw between 1990 and 2010 was replaced by Neighborhood and Community Relations (NCR) and the Neighborhood and Community Engagement Commission (NCEC). The new organizations are still finding their footing, developing the rules and have not yet come into their own in terms of the visionary leadership and the support we were used to from NRP. The good news is that we did get to keep our very dedicated and knowledgeable staff person, Stacy Sorenson. The changes did not stop with the city, Minneapolis Park and Recreation did a major house cleaning, which meant taking a few steps backward in the process of developing our park. Lastly, The Housing Resource Center, the agency who administers our loan programs, closed its Northeast office last year and moved our services to North Minneapolis and moved them again recently to South Minneapolis. SNO is still adjusting.

All of this uncertainty in front of us, we decided to focus on the things we knew we could control. New NCEC funding did not allow us to use money for projects. All funding was earmarked for administration, meetings and outreach. So, we held extra events focused on building our volunteer capacity and began the process of creating a Small Area Plan.

Though our events were of mixed success, the goal of building our volunteer base was achieved. We created a very strong SNO Fun Committee, who brought us one of the funniest SNO Balls ever! Two of the four new board candidates come from that committee. We started out the SNO year with a Spring Planting Day at Grace Center. Our new neighbor has turned a vacant old school building into a community asset. SNO decided we would encourage the Grace Center's plans to green up that property with some plants and some volunteers to plant them. Next we held our traditional Ice Cream SNOcial. The SNOcial is always a great time to see all the SNO families. We made an effort to continue the Northeast Music Fest. This turned out to be a tall order, since we did not get the same grant we had won the year before. We held a scaled down version at the Ritz. In the same month, we held the Grain Belt Development Town Meeting. It was a very productive meeting, but contained some inaccurate information from a developer which caused us to spend a good portion of 2 more meetings getting the issue resolved. Ultimately, the selection of Everwood Company to develop the parcel at 14th and Marshall Streets best reflected the community's stated interest. SNO Ball 2012 Viva Vintage came in February and was a huge success. We raised about \$6,000 for Sheridan Memorial Park. Late

winter brought us Sheridan Memorial Park Open House at the MPRB HQ, an opportunity for new park staff to gather comments from the community on changes to the park plans. This spring, after an attempt to win a grant together, we invited members of the school board and school staff for Getting to know Sheridan School. As Sheridan's population grows, so too do our young families. SNO and Sheridan Arts Magnet share an interest in working together to better serve the community.

**How were individuals in your community directly impacted by your work?**

Sheridan Neighborhood Organization has always had well attended meetings. We meet monthly and a low turn out is 15 people. Some meetings we prepare for 75. The SNO Ball was attended by 200 + people and the SNOcial by over 50. Though we see some of the same faces, we see many different neighbors throughout the year. Furthermore, several of our endeavors were covered by one or both of our local new papers.

2, 2011 CPP Submission

**Reviewing your submission for CPP funds for 2011, what outreach and engagement activities did you carry out?**

SNO did all of the activities sited in our 2011 NCR Application for 2011: We held interesting and engaging monthly meetings where everyone's input is valued, we advertised meetings and events in the local paper with ads, flyers inserted in the paper or put into doors, posters and via our SNOmail email list. We continue to send representatives to other organizations and we held all proposed events: Ice Cream SNOcial, SNO Ball and Nordeast Music Festival

**What worked well, and what did not work so well? Why?**

Meetings continue to be well attended, SNO Ball was particularly good. We continue to gain participation from new residents. I think our success is in the fact that our events are fun, our membership is welcoming and everyone's input is encouraged and valued at our meetings. The NordEast Music Festival was not very successful. It is a new event and a pretty tall order for a volunteer organization. Unless we find the right kind of volunteer talent and/or partnership, this event may not be repeated.

3. Stakeholder Involvement

**Reviewing your submission for CPP funds for 2011, how did you reach out to and involve under-represented communities? Did you find any strategies to be particularly successful?**

SNO volunteers do great work! We hold monthly meetings and work to keep these meetings interesting and engaging for community members. We advertise these meeting in the community press and through flyers and our on-line venues. We share news through our SNOmail e-mail list, advertise important events with display ads and flyer inserts and post key information on SNO's kiosk on 13th Avenue, on Facebook, Twitter and at [www.SheridanNeighborhood.org](http://www.SheridanNeighborhood.org). SNO sends representatives to other active organizations including the 2nd Precinct 2PAC group, 3rd Ward CARE, Ritz Theater Foundation, and 13th Ave. Business meetings. SNO also Supports the Northeast Farmers Market.

One group of stake holders that we have had a hard time engaging in the past are renters. We now have our first renter on the board. We continue to reach out to the various ethnic and cultural minorities in the neighborhood with flyers, posters and invitations at apartment buildings and churches of the various groups. Our best turn outs for these groups is at the Ice Cream SNOcial and SNO Big Deal Community picnic. We do take that opportunity to gain input from these groups.

Please also provide the following:

**A. How many people currently serve on your board? Are there vacancies?**

There are 7 board member, which is a full slate. We are proud to have our first renter on the board this year. She is Vice President and a very valued member of the team.

**B. Approximately how many individuals have participated in committee meetings in the last year?**

Sheridan Neighborhood Organization has always had well attended meetings. We meet monthly and a low turn out is 15 people. Some meetings we prepare for 75. The SNO Ball was attended by 200 + people and the SNOcial by over 50.

**C. How many people attended your annual meeting?** 28 signed in.

**D. How many households regularly receive your publications (such as newsletters or newspapers)?**

We send out information about meetings, events and activities to our SNOmail email list. There, we also share news stories and crime activities. SNO has 290 Facebook followers. We publish an ad that goes to every household Northeast about our monthly meetings.

**E. Approximately how many people participate in other activities of the organization?**

Sheridan Neighborhood Organization has always had well attended meetings. We meet monthly and a low turn out is 15 people. Some meetings we prepare for 75. The SNO Ball was attended by 200 + people and the SNOcial by over 50. Plus, we have 290 Facebook followers, our SNOmail list and Twitter.

**4. Financial Reports**

Please provide an income and expense report for your organization for the year. (Please include all funding sources).

Annual Report 2011

“Never doubt that a group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that every has.” ~ Margaret Meade

~Jenny Fortman, President  
Sheridan Neighborhood Organization