
COMMUNITY PARTICIPATION PROGRAM

Submission Template

Please 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.

You may provide this submission electronically to ncr@minneapolismn.gov. Please include a copy of your bylaws.

CONTACT INFORMATION:

Organization Name:	Nokomis East Neighborhood Association
Address:	3000 East 50th Street Minneapolis MN 55417
Website url:	www.nokomiseast.org
Organization email:	nen@nokomiseast.org
Federal EIN:	41-1824990
Board Contact:	Name: Kent Knopp-Schwyn
Staff Contact:	Name: Rita Ulrich Phone: 612-724-5652 Email: rulrich@nokomiseast.org Address: 3000 East 50th Street Minneapolis MN 55417

Who should be the primary contact for this submission? Rita Ulrich

Date of Board review and approval: November 1, 2012

FUNDING ACTIVITIES.

Use the following questions as a guide for your submission. For questions 1-8, please limit each response to no more than 3 paragraphs.

1. **Eligibility.** If your organization has not previously been funded through the Community Participation Program, please provide evidence of the organization's eligibility, as identified in Section II.A of the Guidelines.
 - NENA contracted 2011 CPP funds and continues to meet the eligibility requirements.
2. **Community participation efforts.** Describe proposed outreach activity in the neighborhood, and methods to involve residents and other stakeholders in one or more of the three key program purposes. How will you engage residents and other stakeholders of their neighborhood in developing a Neighborhood Priority Plan?
 - NENA will continue outreach methods that it currently uses, including a regularly updated website, email updates to a list of 700+ subscribers, a monthly column and ads in the Longfellow Nokomis Messenger, holding Town Meetings and community events, distributing a newsletter to all addresses in Nokomis East, and employing part-time Latino organizers. These strategies and tools are used to address all three program purposes.
 - If an issue or problem arises that is substantially different from those addressed in our NRP Phase II Plan that it warrants a new Neighborhood Priority Plan, NENA will use whatever strategies it believes will be the most effective at engaging residents in addressing the issue. This could include meeting with people most affected by a problem; contracting with a consultant to work with all involved to develop a plan or process for addressing a complex issue; consulting with other neighborhoods that have relevant experience; and any other methods that make sense.
3. **Building organizational capacity.** How will you work to: (1) provide opportunities for the direct involvement of members, (2) build your membership and volunteer base, (3) encourage and develop new leadership, and (4) expand the organization's capacity through self-assessment and other activities.
 - NENA has always offered opportunities for residents, businesses and others to become involved in its work and in neighborhood and city issues. We don't just offer it, we solicit and encourage it, make it as easy as we can to become involved and, from time to time, outright beg. Whether it is serving on a committee or the board, working on a project, volunteering for an event, attending a meeting, completing a survey, responding to a request for comments, or simply signing up to receive email updates, NENA always welcomes involvement from the neighborhood.
 - NENA's volunteer base has grown slightly in the last two years, due in part to strong interest in the Minneapolis Monarch Festival (MMF). We have observed less interest in

working on complex issues (typically handled by committees or working groups), and more people who limit their volunteering to once-a-year events. Developing new leadership has been NENA's biggest challenge with respect to volunteers. Most volunteers indicate that they do not have enough time to make a significant or longterm commitment—an essential part of leadership. They have jobs, families, and other volunteer work that compete for their time and energy. NENA staff are exploring ways to make volunteering more rewarding, to energize the board, and to counter the demoralizing effect that cuts to our NRP funding had on members.

4. **Building neighborhood relationships.** Describe your outreach, networking, and inclusivity efforts to: (1) build a sense of a whole neighborhood among residents, (2) build bridges among neighbors and diverse communities within the neighborhood, (3) work with other neighborhoods and organizations on issues of common interest, (4) build partnerships with private and public entities, and (5) benefit the neighborhood as a whole.

- In 2001, NENA began to purposefully market the “Nokomis East” brand to build a strong identity for the neighborhood, and to develop a sense of community around the Nokomis East neighborhood(s). Today, most residents know that they live in Nokomis East, they identify with it, and appreciate its amenities. Using that identity, NENA continues to build community through volunteer-led projects such as the Nokomis Naturescape and Gateway Gardens, and our two signature events, the Night Before New Year's Eve Party (NBNYE), and the Minneapolis Monarch Festival. The Festival in particular has had a substantial impact on raising awareness of NENA among Latinos/Hispanics, and bringing people together by a common interest (monarch butterfly habitat conservation, and preservation of the monarch migration).
- The southeast corner of Minneapolis is fortunate to have relatively stable neighborhood associations who have developed relationships with each other over time. There are several staff members who have been with their neighborhoods for over 10 years, and others who have worked for five or more years. That continuity allows us to easily share ideas, hold joint meetings, borrow equipment, and occasionally develop more formal joint projects. Five neighborhood associations (including NENA) meet regularly each year for 7-8 months to produce the South Minneapolis Housing Fair.
- Partnerships, or collaborations, are difficult, messy, and often unsuccessful. They are most likely to be effective and productive when there is a clear need for the partnership, i.e., no individual partner could accomplish alone what the group can do as a joint effort. This has been the case with the Housing Fair, and the Minneapolis Monarch Festival (where NENA partners with MPRB, the University of Minnesota, other nonprofits, and several Latino media outlets).

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5. **Involvement of under-engaged stakeholders.** Organizations should discuss which stakeholder groups are typically un-engaged or under-engaged in their work, and how they will work to involve those groups. Organizations should also discuss how the NCR Department can help with this work.
- The Latino population in Nokomis East doubled in the last decade from 5% in 2000 to 10% of the total population in 2010, making it our largest minority group. NENA has made progress in developing relationships with neighborhood Latinos by building on the credibility and unifying nature of the Monarch Festival and employing a Latino organizer (summer of 2012). We plan to continue this work in 2013 with an emphasis on organizing and supporting Latinos in developing solutions to problems they identify.
 - Having quick access and turnaround on translating materials when NENA is 'between Latino organizers' would be helpful.
6. **Housing Activities.** Neighborhood organizations should discuss their work on housing and housing related activities. Organizations should estimate the percentage of time to be spent on these issues.
- NENA will continue offering low interest home improvement loans with its NRP housing funds. NENA is currently acting as fiscal agent for the South Minneapolis Housing Fair, and will continue to actively participate in the Fair's Advisory Committee.
 - Our Livability Working Group has developed an online survey to gauge the extent of neighborhood concern with properties that show signs of problems (e.g., visible lack of maintenance, vacant houses, unshoveled sidewalks, excessive noise or partying, illegal activity, etc). The results show that people are interested in having a list of resources and contacts to help them deal with a problem property. The group will work on creating a short guide to reporting problems, assistance available to property owners having difficulty maintaining their home, and other resources available.
 - NENA will continue its participation in Council Member Quincy's Bossen Area Working Group. While the group works with all area residents, NENA's emphasis is likely to be on working with the Hispanic population to identify issues, problems, and opportunities that can be addressed cooperatively, through partnerships, etc. About 20 percent of staff time is spent on the above (combined) housing activities.
7. **Unused funds.** Organizations should discuss how they plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.
- There were no unused funds.

Budgets. Submissions should include a budget showing how Community Participation Program funds will support the organization's community participation work and an

amount set-aside for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

NENA 2012-2013 CPP Budget

Staff Expenses	\$	170,000
Employee Benefits	\$	15,360
Professional Services	\$	10,000
Occupancy	\$	22,084
Communications/Outreach	\$	15,200
Supplies and Materials	\$	4,000
Festivals and events	\$	5,000
Development	\$	2,500
Fundraising	\$	250
Other Services	\$	-
Neighborhood Priorities*	\$	-
TOTAL:	\$	244,394

* Funds could be made available if additional NRP Phase II funding is restored.