



DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION

**NEIGHBORHOOD AND COMMUNITY ENGAGEMENT
COMMUNITY PARTICIPATION PROGRAM**

2011 Annual Report

APPLICATION APPROVED BY THE NEIGHBORHOOD ON 2/8/11

Community Participation Program Guide to 2011 Annual Reports

Intended audience: Your Community Participation Program annual report is primarily intended to inform the NCR Department, the Neighborhood and Community Engagement Commission (NCEC) and the public about your Community Participation Program activities. You may also want to use your annual report to NCR as a way to inform others about your work, including funders, other neighborhood organizations, City departments and the City Council. If your organization produces a separate report for your annual meeting, you may also want to include it as supplemental material.

Contents: At a minimum, your annual report should address the following:

1. Accomplishments

What were your organization's major accomplishments in 2011? How were individuals in your community directly impacted by your work? (Note: focus on your accomplishments, not your activities, such as "Field Regina Northrup organized the Lee Family 80th Anniversary Commemoration on July 16, 2011, recognizing an important story in the history of Civil Rights in Minneapolis. In addition to engaging more than 1,000 residents, the event coincided with the City's Community One Read event, providing the opportunity to connect the commemoration with broader city events.")

Some of the DMNA's 2011-2012 accomplishments include the following:

- Held 18 board meetings over the past 18 months. The board meetings were well attended by board members, with minimal absences. In addition, the meetings were attended by downtown residents, downtown workers, downtown business owners, and people who work for other organizations trying to improve the safety and livability of the downtown community. On average, there were 15 people who attended monthly board meetings.
- Held the organization's 2011 Annual Meeting on October 11. There were 40 people in attendance. The DMNA hopes to improve significantly on this number at its 2012 Annual Meeting on October 9.
- Contributed \$5,000 in NRP funds to the SafeZone / DID collaborative to help with the purchase a Polaris EV LSV electric vehicle.
- Renewed membership in 2020 Partners.
- Renewed membership in the East Downtown Council.
- Contributed \$2,500 in CPP funds to the Mill City Farmers Market in 2011 and \$4,500 in 2012 to help educate neighborhood residents about the work of the DMNA and healthy living.

- Through its Outreach and Collaboration efforts, DMNA Board members actively participated in the following groups:
 - Downtown Court Watch
 - Downtown Neighborhood Associations Leaders Group
 - East Downtown Council
 - Elliot Park Neighborhood Inc.
 - Mill District Neighborhood Association
 - Minneapolis Downtown Council
 - Minneapolis Riverfront Corporation
 - Minneapolis Parks Foundation
 - Minnesota Council of Nonprofits
 - Vikings Stadium Implementation Committee
 - 2020 Partners

- Established a Facebook page and regularly update it with information on downtown developments and events.

- Provided CPP funds to the 2012 Riverfront National Night Out celebration.

- Updating and improving the DMNA Web site. Hope to introduce the new site at the October 9, Annual Meeting.

- Provided numerous letters of support for land use and liquor license applications for downtown developments and businesses.

2. 2011 CPP Submission

Reviewing your submission for CPP funds for 2011, what outreach and engagement activities did you carry out? What worked well, and what did not work so well? Why?

The DMNA used the following methods to reach out to the neighborhood:

- Web site: <http://www.thedmna.org>
- Facebook page, <https://www.facebook.com/pages/Downtown-Minneapolis-Neighborhood-Association/73030277778>
- Email list – Over 150 people on the list
- Mill City Times blog
- *Downtown Journal* newspaper
- Minneapolis Connects
- First Precinct Crime Prevention Specialist
- Direct communication with surrounding Downtown neighborhood organizations, i.e. Elliot Park, North Loop, and Loring Park

All of these methods worked well to inform community members regarding DMNA meetings, activities and to gather input on specific neighborhood issues.

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?

The DMNA used all of the same outreach methods outlined above to try and engage under-represented groups in the Downtown neighborhoods. The biggest challenge continues to be engaging renters on a long-term basis. They are a more transient population. Moreover, it is often difficult to gain access to condo and rental buildings to post information on bulletin boards regarding meetings and events, unless a DMNA Board member lives in the building. The DMNA seems to be gaining traction in this area though. There have been more and more new people attending meetings and contacting the DMNA about specific issues. Social media has really helped in this area. The DMNA Facebook page followers have increased three-fold over the past year.

Please also provide the following:

A. How many people currently serve on your board? The DMNA has an eight-member board of directors.

Are there vacancies? There are no vacancies on the DMNA Board at this time.

B. Approximately how many individuals have participated in committee meetings in the last year? The DMNA regularly has 10-15 people who attend the regularly scheduled board meetings. This number increased when there was a controversial issue on the agenda.

C. How many people attended your annual meeting? 40 people attended the 2011 DMNA Annual Meeting.

D. How many households regularly receive your publications (such as newsletters or newspapers)? The DMNA does not publish a newspaper or newsletter. The DMNA uses the *Downtown Journal* to promote its meetings and events. The *Downtown Journal's* circulation is substantial and includes all of the downtown neighborhoods.

E. Approximately how many people participate in other activities of the organization? The DMNA's primary opportunity for people to participate in the work of the organization is through monthly board meetings and the annual meeting. The DMNA also helps sponsor the Riverfront National Night Out and the Mill City Farmers Market. Both of these events attract many people who live and work downtown. It is difficult to estimate exactly how many people

participate in these activities, but the DMNA likely touches several thousand people on an annual basis in some way, shape or form.

4. *Financial Reports*

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

Please see the attached documentation.

In addition to your annual report, please take time to describe your interactions with City departments and other jurisdictions.

1. *Impact*

What interactions occupied a major part of your time? What worked well, what could be improved?

The DMNA regularly communicates with its NCR Specialist Lance Knuckles. Lance has been very responsive to questions from DMNA Neighborhood Coordinator Christie Rock. He is always willing to provide input and advice regarding sticky situations and potentially controversial situations. He is very diplomatic and thoughtful with his responses. He has attended several DMNA Board meetings over the past six months. The DMNA looks forward to continuing the good relationship with Lance in 2012 and beyond.

In addition to working with the NCR Specialist, the DMNA also communicates regularly with the City Planner assigned to the Downtown Community, Beth Elliot. Beth is also a great resource, and has been very willing to attend DMNA Board meetings when necessary. She is very good about reaching out to the neighborhood for input on specific projects and initiatives that have a direct impact on people who live and work in the Downtown East and Downtown West neighborhoods. The DMNA looks forward to working with Beth in 2012, particularly as it relates to the Vikings stadium planning and development.

The DMNA also communicates frequently with the City of Minneapolis Licensing Department with regards to liquor license applications, expansion of premises applications, and extended operating hours applications. The DMNA has been mostly satisfied with the communication related to liquor license applicants, but would encourage the department to require all licensing applicants to contact the neighborhood directly, well in advance to the public meeting notice being mailed and prior to the public hearing. The DMNA appreciates meeting with the applicant in advance of the public hearing. The DMNA is hopeful the Licensing Department will take this request to heart.

2. *City Communications - effectiveness*

Is the information that you receive from the City understandable and useful?

Yes. If there are any questions, the DMNA contacts its NCR Specialist.

3. *City Communications - timeliness*

Do you receive adequate notice of City activities in your neighborhood? If not, did your organization inform somebody at the City of this? Did the City respond in a positive manner? Please explain.

Yes, for the most part. Please see the third paragraph in question 1 above.

4. *City Departments*

How can City departments improve the way in which they function in your neighborhood?

Please see the third paragraph in question 1 above.

5. *City Assistance*

How can the Neighborhood and Community Relations Department improve the assistance it provides to your organization as a citizen participation group?

At this point, the DMNA is satisfied with the assistance the NCR Department provides to the neighborhood.

6. *Other comments?*