

## Community Participation Program 2012 Annual Report

Neighborhood Organization: [St. Anthony West Neighborhood Organization \(STAWNO\)](#)

Contact person: [Pete Gamades, Board Chair](#)

Date of Board Approval: [4/11/13](#)

### **1. Stakeholder Involvement**

Reviewing your CPP activities in 2012, Please provide information about:

- What outreach and engagement activities did you carry out in 2012?

For the third year in a row, our Summer Programs at Dickman Park were a key community engagement strategy for STAWNO's outreach to youth and adults. We again partnered with the Minneapolis Park and Recreation Board and several business sponsors to bring life to what had been an unstaffed park but for STAWNO's contributions of time and CPP funds. More than 70 children participated in STAWNO's three-day-a-week summer programs, which included visits from a National Parks Service Ranger, interaction with a naturalist, and trips to local museums and bowling. In addition, all ages were engaged via our neighborhood Meet & Greet BBQ that attracted more than 100 people and a Shakespeare in the Park performance that drew an audience of more than 200. Our Movie in the Park brought out more than 300 people. At each activity, attendees were made aware of STAWNO, what it does, and how to become involved in the organization.

Another key event for STAWNO in 2012 was the dedication of B.F. Nelson Park in September. This was the culmination of decades of hard work and outreach by STAWNO, its residents and business partners.

Our ninth annual fundraiser, the Historic Riverfront 5K, also served as a method of not only raising funds for neighborhood projects but for raising the awareness of STAWNO as a community organization. Nearly 400 runners and walkers, and dozens of volunteers, participated in this year's event.

Through the generous donation of board member Bob Margl, STAWNO continued publication of the bi-monthly newsletter, the *River Beacon*. With the aid of CPP funds, we were able to start mailing the newsletter to all addresses in the neighborhood. We continued e-mail blasts to the neighborhood, grew our neighborhood e-mail list with assistance from the 311 walking outreach group, maintained our web site, and produced two mailings to the entire neighborhood focused on our annual meeting and on

the summer Dickman Park programs, giving greater coverage to residents and businesses of STAWNO's existence.

STAWNO continued its committee work as a way for board members and non-board members alike to become engaged in project-based activities. STAWNO has active committees for Land Use and Planning; Crime, Safety and Livability; Fundraising; Outreach/River Beacon; and Riverfront Parks.

How did you reach out to and involve under-represented communities in 2012?

Renters make up more than half of our neighborhood, and often those properties are not accessible for flyering (due to such issues as locked security entrances). To reach all residents of the neighborhood, we began mailing our newsletter and sent two informational postcards via U.S. mail to the entire mailing list. The Outreach/River Beacon Committee continued exploring ways to raise awareness of senior and youth programs, particularly via Eastside Neighborhood Services.

- Did you find any strategies to be particularly successful? Why?

The summer programs at Dickman Park provided particularly useful in bringing new faces to a setting where they could have fun while learning about STAWNO as a community engagement venue for their issues and concerns. STAWNO also sponsored a day at the Northeast Farmers Market and staffed a community outreach table. In addition, a new "Winter Lights and Landscapes" contest launched over the winter of 2011-2012 brought a whole host of new faces to the award presentation, which was held in conjunction with our Annual Meeting/board election/committee outreach event in February.

- What did not work so well? Why?

For the second year in a row, our community ice cream social, held at Catholic Eldercare to make it easier for senior residents there to attend, was rained out. This event is a partnership between STAWNO and Catholic Eldercare.

- How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)? **Approximately 250.**

- How many individuals volunteered in organization activities? [Approximately 60.](#)
- How many individuals participated in your organization's activities? [Approximately 1,500.](#)
- How many people receive your print publications? [1,300 each mailing \(includes bi-monthly newsletter and postcard mailings\), plus approximately 300 homes flyered for Summer Programs.](#)
- How many people receive your electronic communications? [210 each time \(e-mail updates are sent approximately 2-5 times per month\).](#)

**2. 2012 Highlights**

Please describe one or two major highlights, and if possible, please include digital photos or illustrations:

- What was the issue or opportunity the neighborhood was facing?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

The Dickman Park Summer Programs have been a highlight for STAWNO. The impetus for this work came from seeing an under-utilized – (or, more accurately, used by the wrong element) park/wading pool area lacking park staff. This in turn led families to turn away from this park in the middle of our neighborhood. STAWNO, with partners Graco, Minneapolis Park and Recreation Board, and the Minneapolis Exchange Club, provided funding for three days a week of summer staff plus programs for young and old, attracting hundreds of people to this park in a positive manner. (See No. 1, paragraph 1 above.) STAWNO truly feels this park has been turned around into a success story.

**3. 2012 Accomplishments**

Please provide information about your other accomplishments in 2012:

- What were your organization's major accomplishments?
- How were individuals in your community directly impacted by your work?

[See preceding answers.](#)

**4. *Housing***

What percentage of time did your organization spend on housing-related activities?

25 percent, including meetings and discussions leading to commitment to rehab a dilapidated duplex funded in part via STAWNO's NRP Gap Program.

**5. *Financial Reports***

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

Please see attachment.

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

1. ***Impact***

What interactions with City departments occupied a major part of your time? What worked well? What could be improved?

Interactions with the Neighborhood Specialist assigned to STAWNO by NCR worked well and were very helpful, but Community Crime Prevention (CCP) staff in the Minneapolis Police Department might need to provide a clearer definition of what their job duties are/are not and how they can be expected to interact with the neighborhood organization itself on an ongoing basis. CCP needs continuity of staff roles/job descriptions throughout city, as some precincts report very different hands-on work with neighborhood organizations, while others report that CCP limits itself to mainly working only with block clubs, not neighborhood organizations. Thus some neighborhood organizations feel stymied in their attempts to work with CCP staff.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate your overall experience with your interactions with the City? 3

2. ***City Communications - effectiveness***

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

Notices often don't go into much detail about changes the City is contemplating (i.e. public hearing notices). STAWNO does not receive very many in total. However, city council member usually attends every board meeting to give updates and take questions.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? 4

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.

STAWNO generally does not receive many City notices. But generally speaking, 15 calendar days is not an adequate amount of time for STAWNO to perform community engagement due to our meeting schedules.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the timeliness of communications from the City? 2

4. **City Departments**

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

See answers above and below.

5. **City Assistance**

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

Assistance provided when sought from Neighborhood Specialist is excellent, but general communication from NCR as a department is lacking and unclear at times (i.e., policy announcements). For instance, the insurance issue was a problem in 2012 and into this year. Notices related to the ADA grievance policy, and to the NRP/PPP Plan Modification and Program Income handling, could be clearer. Also, more citywide meetings where new policies/procedures are explained (vs. only sending a letter/one-way "engagement") would be appreciated for fielding questions and engaging with the neighborhood organizations. The role of the NCEC is unclear. Also, we have found out that policies and procedures related to NPP appear to have changed or are changing, so clarification on this process would be appreciated.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the assistance provided to your neighborhood by NCR? 2 overall, but 5 for Neighborhood Specialist \_\_\_\_\_

6. **Other comments?**

Thank you for listening!