

**COMMUNITY PARTICIPATION PROGRAM
Bryn Mawr Neighborhood
Funding submission for 2012-2013**

CONTACT INFORMATION:

Organization Name: Bryn Mawr Neighborhood Association

Address: Post Office Box 16437, Minneapolis, MN 55416

Website URL: www.bmna.org

Organization Email: bmnaprez@comcast.net

Federal EIN: 41-6166746

Board Contact: Marlin Possehl
BMNA/President

bmnaprez@comcast.net

Staff Contact: Patty Wycoff
Neighborhood Coordinator

pwcoordinator@comcast.net

Who should be the primary contact for this submission?

Scott McLaughlin
BMNA/Vice President

scottymac215@gmail.com

COMMUNITY PARTICIPATION PROGRAM
Bryn Mawr Neighborhood
Funding submission for 2012-2013

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.

The Bryn Mawr Neighborhood Association has been eligible in the past.

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?

The Bryn Mawr Neighborhood Association (BMNA) has taken pride for many years in its ability to effectively organize stakeholders on issues that matter. Monthly board meetings are well attended by the community and have provided opportunities for stakeholders to bring concerns to the organization. We know the work required to be an effective agent of change in our neighborhood can not be realized in these meetings alone. Ongoing and ad hoc committees of the BMNA also meet regularly to focus efforts, perform needed ground work, organize stakeholders and make recommendations to the BMNA board. This past year these smaller groups have included the executive board, communications, schools, land use, small business, garden group, light rail transit, parks, Bassett Creek Valley planning, safety, community projects, and redistricting. In addition to various planning efforts within the neighborhood, these groups often engage in meetings at the city, regional and state levels when necessary. Specifically, our communications committee continually explores new methods and ways to communicate with and receive information from stakeholders in Bryn Mawr.

We plan and conduct several annual events in Bryn Mawr. These events provide opportunities for us to perform outreach and solicit volunteers for involvement in the BMNA through board membership or participation within smaller focus groups. We understand stakeholders may be strongly interested in a specific issue but not interested in serving on our board of directors. As an organization we understand this reality and strongly encourage participation in various ways.

With an expanding Community Participation Program in Minneapolis the BMNA is creating a planning group with the specific mission of identifying the needs and goals of the community and becoming a collaborating partner with the Neighborhood and Community Relations Department. We are excited about this new opportunity to work with the City of Minneapolis and the prospect of creating a Neighborhood Priority Plan.

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.

The BMNA publishes a widely read monthly newsletter; the Bugle. Every household in Bryn Mawr receives a free delivered copy. Several are distributed to local businesses. The Bugle is the primary source for BMNA communications. Many opportunities appear in the Bugle for members to get involved. Board elections occur annually and open positions are always listed. In addition we often use our email notification system frequently to communicate events and concerns in the neighborhood. The board of directors and working groups of the BMNA are not limited with regard to participant numbers. In fact, several of our current board positions are shared positions by 2 or even 3 members. This has helped us increase membership by helping new volunteers feel like they are not alone.

Our neighborhood coordinator actively seeks out new residents and provides them with welcome packets from the BMNA. In some cases this contact has led to residents participating in the organization in only a short time after moving here.

We conduct a membership campaign every year in February. This effort provides a vehicle for the organization to share with residents what we do and how residents can get involved. This coincides with our announcement to appoint new leadership positions. We try to limit leadership positions to 2 years and stagger the rotation. In even years we replace the President and Secretary, the Vice President and Treasurer on odd years.

We currently perform annual reviews of our Neighborhood Coordinator and Bugle Editor positions and are considering adding this process to a review of the executive board. A few years ago we participated in a board retreat and development program that helped us identify our values and community needs, leading to our comprehensive Neighborhood Revitalization Program. We plan to revisit this process as we create our new planning group to develop a Neighborhood Priority Plan.

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.

The most intentional way the BMNA reaches out to its residents is through coordinated community events. This year these include an annual dinner, ice cream social, Saturnalia winter celebration, national night out, garden tour, harvest dinner, retail sip and stroll, and festival of garage sales. A great deal of planning goes into each event with an emphasis on increasing neighborhood turnout. By providing a variety of activities we attempt to reach out to all of our residents and the diversity that exists here.

Our garden group has been very active and is continuing an effort to systematically

maintain and improve the many public garden spaces in Bryn Mawr. Work days have seen many new faces come out to get their hands dirty. Residents of Crossroads, a residence in Bryn Mawr for men and women who have completed treatment for chemical addiction or compulsive gambling, have worked tirelessly along side our garden group. Their efforts continue to have a very positive impact on our neighborhood.

The BMNA is working hard to strengthen our business community and increase dialogue with our retail business owners. They provide a unique asset to the neighborhood which is highly valued by residents. Sip and stroll events and a new façade improvement initiative are ways we are working to strengthen our business community.

We are working productively with other organizations on larger issues that effect our wider community. Some recent examples include southwest light rail development, Harrison Redevelopment Oversight Committee, Wirth/Brownie Lake CAC and redistricting initiatives.

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.

One segment of Bryn Mawr we find to be under-engaged are young adults. A strategy we are attempting to implement involves greater use of new communication technology which young adults use proficiently. An example of this is the use of a new digital communication tool called “Next Door Bryn Mawr”, which allows members the option to subscribe and be a part of a continuous conversation regarding neighborhood issues. It works like a blog but allows anyone subscribed to participate. In addition we have decided to put more energy into our neighborhood organization’s web site.

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.

Another way we can reach out and engage young people in Bryn Mawr is to simply bring more of them here. Bryn Mawr, much like many other areas of Minneapolis, lacks an adequate supply of affordable rental housing. Early discussions among leaders of the organization indicates this will be a major focus for us in the next few years. We are hopeful that light rail development in Bryn Mawr will provide us a vehicle for change regarding affordable working housing. We look forward to any resources within the NCR that will aid us in this development. Time estimate: 10%

The Raingarden Project will be entering it’s final year of implementation. We will be working with homeowners and coordinating efforts with Metro Blooms and the MN Conservation Corps to see final development of roughly 12 more rain gardens. Since our actual homeowner grant awards are 25% under budget we will explore adding a larger community raingarden to Bryn Mawr. Time estimate: 15%

Our collaboration with the Center for Energy and Environment will continue during this time period as we monitor and apply our Phase II housing dollars. Time estimate: 3%

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.

At the present time our plan is to move any unused program funds into our professional development account to assist us in the future development of Neighborhood Priority Plans.

8. 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.

CPP Expense Budget for 7/1/2012 to 12/31/2013

Staff Expenses	\$ 21,240
Professional Services	750
Occupancy	750
Communications/Outreach	2,700
Supplies/Materials	168
Festivals/Events	1,500
Development	750
Fundraising	375
Other Services	787
Total CPP Expenses	\$ 29,020