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COMMUNITY PARTICIPATION PROGRAM

Applicant: Midtown Phillips Neighborhood Association, Inc.

Submitted: Oct. 30<sup>th</sup>, 2012 - *Midtown Board Approved 10.18.2012; updated and Midtown Board Approved & resubmitted 6.26.2013, and resubmitted again 7.1.2013*

CONTACT INFORMATION:

Organization Name:	Midtown Phillips Neighborhood Association, Inc.
Address:	2828 – 10 <sup>th</sup> Ave. So.; Office #1205F Minneapolis, MN 55407
Website url:	<a href="http://www.midtownphillips.org">www.midtownphillips.org</a>
Organization email:	midtownphillips@gmail.com
Federal EIN:	On file
Board Contact:	Name: Dan Wilder, President ~ Jana Metge, Treasurer
Staff Contact:	None at this time.

Who should be the primary contact for this submission? Jana L. Metge

Original date of Board review and approval: Thursday, Oct. 18<sup>th</sup>, 2012

Date of Board approval for requested Revisions: Thursday, June 28<sup>th</sup>, 2013

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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.*

Midtown Phillips Neighborhood Organization, Inc. is under contract presently and continue to implement our prior year's workplan. We will forward our Annual Report as due.

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?*

### **Community Outreach through a Series of Events, Gatherings, and Projects:**

We will continue to structure our community outreach around a series of quarterly events/celebrations/block gatherings, designed to draw neighbors to a friendly, family-oriented environment where they can meet neighbors and get connected. We will use these occasions to generate discussions and collect information on issues, concerns, neighborhood strengths, and residents' areas of interest. Events may also serve as an opportunity to display Midtown projects, upcoming events, and partner organizations. Events also are a fabulous opportunity to survey our community, formally and informally.

We intend to continue our July Midtown Festival, an Associated Aquatennial Event and to support block gatherings for the National Night Out celebrations. Our Aquatennial Event works towards our goal for positive coverage and public relations for our Midtown Phillips Community. **We have remaining 2011 CPP funds that we will ask be rolled over and will tap into these funds to support NNO projects.**

We plan to continue our Fall Clean Sweep Event. Clean Sweep is a four (4) neighborhood Philips Event. We do this in partnership with East Phillips Improvement Coalition, Phillips West Neighborhood Organization, and Ventura Village. 2012 Clean Sweep involved over 600 volunteers, from block clubs, to organizations, to Girl Scout Troups. 2012 was our 10<sup>th</sup> Anniversary Event. We raise private contributions for this event leveraging our CCP budget line item 10:1.

We continue to sponsor a monthly Community Forum and Board meeting to address neighborhood ideas and concerns. We will utilize outreach to parents during neighborhood-sponsored youth sports/recreation activities as another opportunity to organize. Finally, we have a yearly Annual Meeting in the Winter.

Our approach to Event Participation is 3-pronged ~ 1. Promote Events that occur within our community through distribution of flyers, email, and our website. 2. Co-Sponsor/Support Events – this could be financial support through an Ad or paying for an item from the Project Budget or this could be helping to plan the Event, distributing information about the Event, and/or providing volunteers for the Event. 3. Initiating our Own Events, such as the July Associated Aquatennial Midtown Phillips Festival.

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It has been proven in Midtown that Events and Neighborhood Gatherings, serve as a catalyst to create work projects, build relationships and network, showcase neighborhood projects/partnerships, and seek solutions to unique livability and quality of life issues. Midtown desires to continue to engage, reach out, and engage our diverse ethnicities in multi-cultural collaborations, inspiring community engagement.

- 3. Building organizational capacity.** *How will you work to: a) provide opportunities for the direct involvement of members, b) build your membership and volunteer base, c) encourage and develop new leadership, and d) expand the organization's capacity through self-assessment and other activities.*

Midtown Phillips hosts a monthly Community Forum to address opportunities for partnership, issues of concern to organize on, and to build relationships. We utilize our Community Newspaper "The Alley" and submit monthly articles. We hope to explore many collaborations and multi-neighborhood projects and hope to develop community engagement and outreach strategies with these partnerships in 2013.

Throughout 2013, we will work with organizational partners to build our organizational capacity, as well as to expand the diversity of our Board of Directors. Recently, Pillsbury United/Waite House received a leadership development grant from One Minneapolis. We have engaged in conversations with Director Francisco Segovia on a goal of Midtown Phillips Board Candidates for Feb. 2014. Additional partners identified through outreach and approved by the Midtown Board are: St. Paul's Lutheran Church/Youth Program, Mt. Olive Lutheran Church/Graffiti Abatement named in our NRP Phase II plan, In the Heart of the Beast Puppet & Mask Theatre, Anderson School/Stewart Park, and Abubakar As-Sadique Islamic Center. Through these partnerships, will we develop outreach strategies, which will then lead to the development of Neighborhood Priority plans.

In review of 2012-2013 capacity building to date - our membership list has been expanded through the 2012 Clean Sweep. We collected over 150 names to our database. Working on the former Waite House site re-use project, has connected adjacent neighbors to folks throughout the neighborhood, to organizations, and has again built our membership list. The tragic loss of a young 4 year old neighbor has inspired a workgroup to discuss and determine traffic calming options along 26<sup>th</sup> and 28<sup>th</sup> Street, together with Hennepin County, City of Minneapolis, Allina Foundation, Minneapolis Park & Recreation, and Xcel Energy. This will continue throughout 2013. Partnering with the Minneapolis Police Department to conduct Safety Trainings is another great opportunity to build our membership and will be pursued through Neighborhood Policing Plans. Last, through our approved and prioritized NRP Phase II projects which we plan implement, continue to build our capacity and build our base.

We post our meeting agendas, minutes and events on our website, through a newsletter, through email, and on our Facebook page. The Alley Newspaper provides space for a monthly column written by our Board Chair. Committee agendas, minutes, projects, and Gathering summaries are also posted on our website allowing virtual community involvement – [www.midtownphillips.org](http://www.midtownphillips.org). Additionally, we have ongoing partnerships with neighborhood faith organizations to assist us with translation needs, as well as flyer our community door to door. We have been working with the Banyan Community and Mt. Olive Jobs After School program for years. They continue to partner with us.

- 4. Building neighborhood relationships.** *Describe your outreach, networking, and inclusivity efforts to: a) build a sense of a whole neighborhood among residents, b) build*

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*bridges among neighbors and diverse communities within the neighborhood, c) work with other neighborhoods and organizations on issues of common interest, d) build partnerships with private and public entities, and e) benefit the neighborhood as a whole.*

**Goal II: Community Outreach through Implementation of our NRP Phase II Plan.**

Midtown Phillips continues its strong relationship with the Phillips Partnership. Over the past three (3) years we have had a Housing Corridor project from 24<sup>th</sup> St. to Lake Street along 10<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup> Avenues. In 2013, we have worked with the Partnership to leverage our NRP Phase II Housing dollars and will coordinate the programs we deliver to the neighborhood. Additionally, we will create, publicly post, select, and hire for Housing Staff support utilizing one of our non-profit partners to supervise and manage. We will work Summer of 2013 to put into place an Administrative NRP Phase II contract.

We will work with above named organizational partners to build our membership, continue to build social capital, and continue ongoing efforts to network and create partnerships.

Neighborhood Priority Plans will develop through grassroots outreach and organizing and partnership projects.

We will continue to explore Traffic Calming Initiatives on 26<sup>th</sup> St. and 28<sup>th</sup> Street which may include, but not limited to a planning team membership of Minneapolis Bike & Pedestrian planner Shaun Murphy (confirmed), Midtown Phillips Neighborhood Association, adjacent block clubs (confirmed), Minneapolis Park & Recreation Department (confirmed), Phillips Partnerships, Allina/Abbott Foundation, Organizations and Faith-Based partners (recruiting), and Hennepin County.

The 11<sup>th</sup> Ave. Block Club has been concerned about the speed of cars on east 26<sup>th</sup> by Stewart Park. Block clubs along 28<sup>th</sup> Street have expressed the same concern both with students from St. Paul's Lutheran and Seniors from St. Paul's Housing needing to cross east 28<sup>th</sup> street. We would like to work with the City and other partners to create Traffic Calming initiatives which may include a crosswalk by Stewart Park across 26<sup>th</sup> street, lower speed limit, "pedestrians crossing" flashing light with arm & signing across 26<sup>th</sup>, and a change in the timing of existing stop lights. We need to have signage indicating that there is a School and Playground Area ahead. Maybe even a bike lane along 11<sup>th</sup> or 12<sup>th</sup> Avenues complete with the safety and signage issues that come with this.

These neighborhoods concerns stem from a tragic incident on Sept. 30<sup>th</sup>, 2012. A child from Midtown Phillips, a 4-year old boy named Jose Manuel Rodriguez was attending a soccer game with family and friends. The little boy ran out into traffic on East 26<sup>th</sup> Street, chasing after a ball and was struck by a car. Tragically, he died the following day. A walking vigil was held on Sunday, October 14<sup>th</sup>, 2012 and many potential partners attended. Park Commissioner Annie Young pledged her support. City of Minneapolis Biking/Pedestrian planner, Shaun Murphy was also in attendance and pledged his support. Hennepin County Commissioner Peter McLaughlin will also partner on our efforts. Community residents have expressed their desire to unite as a community and create, as a tribute to the Rodriguez family, traffic calming improvements, in memory of their little 4-year old boy, Jose Manuel. Pedestrian Safety has risen as a community concern to date and we hope to explore a Pedestrian Crosswalk with green striping and flashing lights. Also suggested was to install an overhang green flashing light which would extend into

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the middle of the street, similar to the overhanging light mounted at the intersection of 27<sup>th</sup> and Chicago.

We continue to participate with the Court Watch Project and have an August 2013 Community Safety Meeting planned. Midtown Phillips will follow Phillip's Weed & Seed Strategy of 2002-2008. Partners will include Hennepin County, Minneapolis Policy Department, Community Residents, Neighborhood Organizations/Faith-based Institutions and Community Businesses. This topic is a way to mobilize our community on a common issue and to work together to continue develop / implement strategies.

**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 could help with this work.*

- Block gatherings, building relationships and community gatherings on the block level. Midtown Phillips will support efforts for block gatherings and activities that will be block designed and driven.
- Midtown Phillips will work with community organizations identified through a series of community meetings. These partners are named above.
- Midtown Phillips will continue to recruit and diversify our Board of Directors by developing Outreach and Community Engagement strategies with our partner organizations named above.
- Midtown Phillips will continue to build relationships among all people through their ongoing projects and through all block gatherings. Through block activities alone, it is not unusual to find 10-16 different languages, variety of backgrounds and experiences at one block gathering in our community.
- Midtown Phillips will support and promote Community Gardening and Urban Farm Initiatives in the Community. There is an increasing and growing Urban Farming community within the neighborhood.
- Our plan builds upon a concept of "Each One, Reach One", a continuation of our 10-year Weed & Seed Collaboration and Outreach Plan. This outreach builds organization capacity and input collected guides committee work. Board and Community development/Training will be funded and provided through these Community Participation Funds.

To assist us in learning new ways to organize and engage under-represented communities, we also will work and promote community leadership training organized and implemented by Francisco Segovia at Pillsbury United, Waite House, funded by One Minneapolis.

**6. Housing Activities.** *Neighborhoods should discuss their work on housing and housing related activities. Organizations should estimate the percentage of time to be spent on these issues.*

45% of our organization effort will go into Housing Activities ~ 1. Ongoing collaboration with Phillips Partnership, 2. Re-Use of the former Waite House site, 3. Develop a Housing Revolving Loan program utilizing our available NRP Phase II dollars.

7. **Unused funds.** We request that MPNAI 2011-2012 funds be carried over into this 2012-2013 CPP contract and unused funds from 2012-2013 to be carried over into 2014-2016 year.

The Board of Directors of the Midtown Phillips Organization have worked extremely hard over 2011, 2012, and 2013 to develop a strong organizational administrative capacity. Presently, Allina Foundation has donated office space. We have sought out, interviewed, and selected a new Accounting Firm, and we have put together the following organizational Policies to guide and direct Midtown Phillips Neighborhood Association, Inc.:

- Conflict of Interest Policy
- Depreciation Policy on organizational equipment
- Financial Policies and Procedures
- Reviewed the Board Orientation Manual created in 2011
- EOE/AA & ADA Policies
- Developed Hiring Processes for an Organizational staff position

Midtown Phillips Neighborhood Association, Inc. Board and Committee members and volunteers, continue to be dedicated, driven folks, committed to the continuation and work of the neighborhood. They provide to the city, hundreds of thousands of pro-bono service through their dedicated volunteerism.

**Neighborhood Priority Plan** – Midtown Phillips Neighborhood Association will develop a Neighborhood Priority Plan through Outreach and Community Building with Community Partners. At that point, additional Community Participation Funds will be collected.

ESTIMATED BUDGET:

	2014	2015	2016
Staff Expenses	\$0.00	\$0.00	\$0.00
Employee Benefits	\$0.00	\$0.00	\$0.00
Professional Services	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00
Occupancy/Rent	Donated	Donated	Donated
Communications/Outreach	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00
Outreach Partnerships	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00
Supplies and materials	\$ 2,728.00	\$ 2,728.00	\$ 2,727.00
Festivals and events	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00
Food and refreshments	N/A	N/A	N/A
Neighborhood Priority Plan	\$0.00	\$0.00	\$0.00
Development	\$0.00	\$0.00	\$0.00
Fundraising	\$0.00	\$0.00	\$0.00
Other Services	\$0.00	\$0.00	\$0.00
<b>TOTAL</b>	<b>\$72,228.00</b>	<b>\$72,228.00</b>	<b>\$72,227.00</b>