# SECTION B

**Voter's Guide Information**

| NAME: | Residential neighborhood: | NRP District or At-Large: |
|---|---|---|
| Jon Erickson | Kenny | 6 |

For eligible candidates the information provided in Section B will be made available to the public and will be used in the Voter's Guide.

1. **How have your life/work/cultural experiences prepared you to be a neighborhood representative on NRP Policy Board?**

I possess a diverse range of life, work, and cultural experiences that I strongly believe have equipped me to serve as a neighborhood representative on the NRP Policy Board. Throughout my career in the private sector, I have achieved success in various roles, including as a CPA, CFO, software designer, consultant, salesperson, and senior executive management of large multinational organizations. Additionally, I have gained valuable insights and skills in marketing communications and research.

Following my retirement from the private sector, I dedicated my time to non-profit endeavors, assuming leadership and officer positions. These include serving as the Treasurer of Pro Arte Pátzcuaro, President and Treasurer of the Laguna Art Museum, Executive Director of the Ely Community Health Center, and Patronos Pro Niños. These experiences have allowed me to develop a deep understanding of financial management, organizational leadership, and community engagement.

My journey has taken me across various locations, including California, Chicago, Central México, France, and ultimately back to Minneapolis in 2021. Having lived and worked in these diverse communities, I have personally encountered the challenges posed by cultural differences and the need to navigate through them. These experiences have fostered my ability to embrace diversity, understand different perspectives, and bridge gaps to promote harmony within communities.

I strongly believe that my extensive exposure to a multitude of communities, along with my firsthand experience of the challenges presented by cultural diversity, uniquely positions me to contribute effectively to the NRP Policy Board. I am committed to leveraging these experiences to advocate for the needs and aspirations of our neighborhood, fostering inclusivity, and promoting policies that address our community's diverse range of concerns.

2. **How have you participated in your neighborhood organization?**

   I have been on the board of the Kenny Neighborhood Association since 2021 and am currently the Co-Chair of the Board of Directors.

3. **Describe why you want to serve on the NRP Policy Board.**

   It's clear that Minneapolis, along with many global metropolitan areas, stands on the precipice of unprecedented challenges in the coming two to three decades. An array of complex issues beckons our attention, calling for robust and innovative solutions.

   From the environmental impact of climate change to the sociopolitical effects of climate migration, the world we know is transforming. Advancements in AI and robotics are revolutionizing employment, demanding a fundamental rethinking of our labor market. Affordable housing and income inequities loom large as urgent matters that must be addressed to ensure equity and social harmony.

   Meanwhile, our infrastructure necessitates major upgrades—not only to cater to our growing population but also to redress years of underinvestment. Public health and senior care require our unwavering focus, given the lessons learned from recent global health crises and our rapidly aging population. Lastly, but certainly not least, sustainability is a commitment we owe to both present and future generations.

   Addressing this complex web of challenges requires leaders armed with diverse skills and deep experience—those who can navigate the murky waters of project management and problem-solving, those adept in the ever-evolving realm of technology, and those who understand the intricate worlds of finance and healthcare.

   I strongly believe that I am one such individual. With my unique blend of expertise and practical experience, I am well-prepared to participate in the vital process of steering our city towards a prosperous, equitable, and sustainable future. Join me as we collaborate, innovate, and embrace these upcoming challenges together.

4. **How do you plan to maintain a relationship with the neighborhoods you would represent, if elected?**

Establishing and nurturing relationships with the neighborhoods I would represent is not just a duty, but a passion of mine. I firmly believe that building strong connections is essential, not only with the neighborhoods themselves, but also with the various

stakeholders who are affected by the decisions and recommendations of the NRP Policy Board.

In fact, over the past year, I had the privilege of serving as a KNA board member, where I played a pivotal role in fostering a collaborative group comprising six neighborhoods. This initiative has been successful in securing a valuable multi-neighborhood grant from the City of Minneapolis. I am immensely proud of this achievement and fully committed to continuing such collaborative endeavors.

To maintain a meaningful relationship with the neighborhoods, I will actively engage in a range of activities. This includes attending community meetings, organizing town hall sessions to gather feedback and input, and facilitating open and transparent communication channels. I believe in the power of face-to-face interactions and will make it a priority to meet with community members, listen to their concerns, and understand their aspirations for the neighborhood.

Furthermore, I will utilize various platforms and technologies to ensure accessibility and inclusivity in communication. This may involve leveraging social media platforms, maintaining a dedicated website, or establishing an email newsletter to keep residents informed about ongoing developments, policies, and initiatives.

Additionally, I recognize the significance of collaborating with other community organizations, local businesses, and advocacy groups. By forging strong partnerships, we can amplify our efforts and work towards shared goals for the betterment of our neighborhoods.

In essence, I am committed to maintaining an active and engaged presence within the neighborhoods I represent. I firmly believe that an open and ongoing dialogue, along with collaborative initiatives, is crucial for fostering a thriving and cohesive community. Together, we can create positive change and ensure that the voices of our neighborhoods are heard and valued.

5. **How do you plan to engage with under-represented groups within your district, if elected?**

Engaging with under-represented groups within an area requires thoughtful and intentional approaches to ensure their voices are heard and valued. Here are some effective strategies I have used previously for engaging with under-represented groups:

1. Active Outreach: Actively reach out to under-represented communities through various channels. This could include attending community events, partnering with local organizations that serve these groups, and establishing relationships with community leaders or advocates who can help bridge the gap.
2. Culturally Competent Communication: Recognize and respect cultural differences in communication styles, language preferences, and values. Use language and messaging that is inclusive and accessible to diverse audiences. Consider utilizing interpreters, translated materials, or culturally appropriate mediums such as community newspapers or radio stations.
3. Establish Trust and Build Relationships: Invest time and effort in building trust and relationships with under-represented groups. This involves being present in the community, actively listening to their concerns, and demonstrating a genuine commitment to addressing their needs. Engage in open dialogue, be receptive to feedback, and follow through on commitments made.
4. Create Safe Spaces: Provide safe and inclusive spaces for under-represented groups to share their experiences and perspectives. This could involve hosting community forums, focus groups, or roundtable discussions specifically designed to address their unique concerns. Ensure that these spaces are respectful, non-judgmental, and foster an atmosphere of trust and inclusivity.
5. Tailor Engagement Methods: Recognize that different groups may have varying preferences for how they engage. Some may prefer in-person meetings or community gatherings, while others may be more comfortable expressing their views through anonymous surveys or online platforms. Adapt engagement methods to cater to the specific needs and preferences of under-represented groups.
6. Collaborate with Community Leaders and Organizations: Partner with local community leaders, organizations, or grassroots initiatives that are already working closely with under-represented groups. Collaborating with established community influencers can help facilitate meaningful connections and ensure that engagement efforts are culturally sensitive and well-informed.
7. Capacity Building: Support capacity building initiatives within under-represented communities. Offer resources, training, or workshops that empower individuals to participate more actively in decision-making processes. By providing tools and knowledge, you can help strengthen their voices and increase their representation.

I believe sustained and meaningful engagement with under-represented groups requires ongoing commitment, active listening, and a willingness to adapt strategies based on their feedback. By prioritizing inclusivity and valuing diverse perspectives, we can foster a more equitable and representative community.

**Section B continued**

| NAME: |
| --- |
| Jon Erickson |

**6. Please list any community-based organization(s) with which you are currently involved.**

Kenny Neighborhood Association - Currently Board Co-Chair

**7. Please list all current paid and unpaid affiliations.**

None

*By signing this form candidates are waiving their right to raising money, conducting phone banks, and producing campaign literature of any kind for the purposes of getting elected to the NRP Policy Board.*

| Signature: | Date: |
| --- | --- |
| Jon Erickson | June 4, 2023 |