

Minutes: PPA Community Building and Finance & Admin Committees, 6/9/19
Attending: David Frank, Nellie Jerome (PPA staff), Susan Larson-Fleming, Lydia McAnerney, Jerry Stein, Margy Stein, Lynn Von Korff (Chair)

The Committee planned next steps to implement the Community Building project, approved 5/20/19 by the PPA board of directors, using \$10,000 NRP funds. The committee agreed to take the following actions:

- Nellie Jerome will contact CURA's Executive Director to ask about their consulting services: Nellie will provide CURA with the project description (Jerry is revising, see below, and will pass it along to Nellie and the Committee). Some issues raised included: Does CURA still have this service? If so, can we engage them—what's the process, fees, etc? The committee thought this might make an excellent CURA graduate student project. If they don't have this service, can they recommend consultants? Nellie will also ask whether CURA has a relevant grant program. If they do and the timing works, we will apply. Nellie will report to the committee what she learns.
- Jerry Stein will revise the attached project description to highlight the project objectives and remove the "how to apply section" since we are hoping to contract CURA.
- Lynn Von Korff will contact Bob Cooper to let NCR know we want to use NRP funds to support Nellie's time and/or a research project to obtain data on Prospect Park residents. Prospect Park has changed due to rapid development: we need updated resident demographics (e.g. the number of undergraduate and graduate students residing in Prospect Park, eviction rate) and information about our resident's values and priorities.
- Nellie Jerome will begin working an additional 10 hours per week. A minimum of 10 hours per week of her time will be dedicated to the Community Building Project. The committee offered support to Nellie. Lydia will meet with Nellie in her role as Outreach Coordinator. Jerry Stein will meet with Nellie in her role as Project Manager for the Community Building Project. Lynn will join Nellie, if helpful to meet with CURA staff.
- We will invite others from the community to join the process.
- A Community Building committee meeting was tentatively scheduled for 3pm, Sunday, June 23rd at PPA offices.

The Committee approved splitting contributions PPA received from Spire, Pillars, and individuals for the Pratt Ice Cream Social, as described per Ice Cream Social MOU. The Pratt Ice Cream Social financial report will be presented to the Board accordingly.

The Committee approved the proposed PPA staff vacation policy

The Committee approved the proposed three-month PPA staff evaluation process.

Neighborhood Community Organizer/Consultant Position

Prospect Park Association (PPA) seeks a consultant experienced with community organizing and neighborhood organizations to help lead a community building process to identify and engage underserved groups (see “PPA board approved community building project,” below). The process will also involve PPA’s current network of members, community supporters, and volunteers.

About Prospect Park Association: PPA is a nonprofit organization that promotes the health, physical and natural environment, safety, and welfare of the neighborhood. Membership is open to renters, property owners, business owners/lessees, and a representative from each nonprofit, educational, or governmental organization located within neighborhood boundaries, as defined by the City of Minneapolis.

Our community and board identified priorities, such as diversity and racial equity in public activities, housing, recreational and employment opportunities, access to green spaces in the design of buildings, opportunities to walk and bike, community gardens, and nutritional programs, access to arts and culture, life-long learning, and protection of places and structures that connect to the past and respect the unique character of the neighborhood. Results of a 2017 community survey (see Prospect Park 2040 Planning Framework) are available by request or on our website. *Learn more: prospectparkmpls.org*

PPA Community Building Project, approved by PPA Board of Directors **Funded by \$10,000 of NRP funds**

- 1. Develop and carry out a strategic outreach community building and planning process.** The process will include listening, and outreach communication strategies and activities. The process will begin to develop necessary connections and involvement with underrepresented groups (see “Elements and Outcomes of Planning Process” below). The outreach and listening activities will lead to an initial longer-range action plan.
- 2. To lead the effort PPA will: (a) hire an independent contractor and (b) expand PPA staff hours to work with the independent contractor and community.** PPA staff are motivated to accomplish this work, but need more support and training to undertake it, therefore the planning process could also include:
 - Hiring and/or involving community members experienced with community organizing to help guide, train, and support PPA outreach staff.
 - Hiring neighborhood residents (and possibly volunteers) to assist staff, where needed,

*PPA staff and the independent contractor would develop and carry out this strategic outreach process with community input and involvement. The resulting plan and its development will involve—and also set the stage for future—listening, connections, and outreach communication strategies and activities to underrepresented groups. **This effort would seriously start the process but be only a first major step--an “initial action plan.” More will need to be done as we move forward with this initiative.***

Elements and Outcomes of the Community Building and Planning Process

- **Listen and Connect (information and relationships)**
 - **Information needed:**
 - Current neighborhood demographics and an understanding of who we are
 - Awareness of the many organizations and groups active in our community besides ourselves
 - **Relationships and connections:**
 - Connect to members and organizations of the community who generally do not participate actively in PPA through a variety of means (including door knocking, social media, ads, staff time, focus groups, etc.);
 - Listen and learn what methods and substantive ideas could draw people into community participation or community partnership, in ways that would matter to them.
- **Changes would likely be founded on relationship building outreach, and might include:**
 - Modifying current event planning to include 2020 type goals as a matter of course; better translation of our communications – including web pages or website redesign; ongoing advertising in other media; holding meetings at other sites (apartment buildings, dorms, other organizational homes, etc.); making connecting and listening part of our permanent mode of operating; ongoing funding to support these efforts (both for staff, new hires, or substantive programming, including neighborhood events, concerts, happy hours, social responsibility activities, etc.).