

## Neighborhood Relations & Outreach Committee

Minutes from March 14, 2019

1. Welcome
  - Meeting called to order at 7:06pm
  - Dan Bryant.,Lynn Von Korff ., Noel Gordon Jr., Brendan Lafranchi., and Lydia McAnerney.
2. Previous minutes review/approval
  - Lydia motions to approve the meetings as adjusted online
  - Noel seconds
  - All moved
3. Old Business
  - Ice Cream Social
    - i. April 10th at 7pm to 8pm is next meeting, with MOU signed and sent from PPA to PTO on the agreement of who is doing what
    - ii. After the next ICS meeting, we will need to start looking at staffing the PPA table
    - iii. Lydia mentioned that there was discussion about selling things and wanted to get NROC input
    - iv. Noel makes a motion that NROC's stance towards allowing vendors at this event have a basic hurdle of ensuring fundraising for PPA and PTO as well as would encourage vendors that are aligned with the goals mentioned in Neighborhoods 2020 plan.
    - v. Dan seconds
    - vi. Unanimous approval
  - Home Tour
    - i. Meeting on Saturday March 23rd at 9am and the event will be the same day as the garden walk and garage sale (June 22nd).
    - ii. Lydia would like to get a tour of a Glendale home and a tour of the Link building for this event
  - Textile Center Event
    - i. Event April 1st 11am to 3pm
    - ii. Members interested will coordinate staffing a PPA table among themselves
    - iii. Lydia recommends down the road we think more about what else we have for leave behinds (since we currently only have the Welcome Card and Book)
  - Board Update/Neighborhoods 2020
    - i. Discussion centered around how do we lower the barrier to encourage individuals to take up volunteer efforts within PPA

- ii. Discussion proposed an idea about a buddy system to welcome in new individuals into PPA and direct them to opportunities within the association
- iii. Discussion diverted to include some history of previous outreach efforts and impacts onto PPA
- iv. Lynn presented questions and suggestions to consider in framing comments to NCR to strengthen Neighborhoods 2020.

Will committee participation be a part of the “diversity/representation” requirements, at least for neighborhood organizations where proposals are typically generated, discussed, debated and approved first at committee level?

How can NCR and neighborhoods support and reward neighborhood organization efforts to make it possible for people strapped for resources (e.g. time, money), such as single parents, full-time workers, students, etc. to participate and contribute in meaningful ways. One way may be to reward and expect representation in committee involvement and in strategic planning, as described above?

**Key:** Underrepresented groups will participate if neighborhood organizations develop programs and services that excite and engage underrepresented groups in their geographical area. Will NCR recognize and support such programming efforts? Also, there’s a need to support and reward programming that excites and draws in new demographic segments who, as a result, may participate more fully.

Support and reward strategies and programs that develop committee and board leadership skills in those new to neighborhood groups and organizing. Will NCR fund board, staff, and committee volunteer leadership training?

Will “Discretionary” program funding include 2 or 3-year project grants? Grant writing and program planning requires skill and time. “Impact” funding annual only. Two issues: 1) volunteers and staff will spend time writing grants, many unfunded and 2) one-year projects require fast turnaround—groups tend to promise more than doable in such situations. Potential trade-offs between resources: outreach versus grant writing.

Will NCR hire people skilled in program planning/grant writing to provide technical assistance? Many small nonprofit groups need experienced technical help to plan programs and write grants. Will those who provide technical assistance and/or training also play a role in funding decisions? Providing technical assistance requires organizational development skills. What are the potential pitfalls if staff provide technical advice and organizational training and also make funding recommendations? Metropolitan Regional Arts Council and MN State Arts Board, for example, recruit, train, and rotate volunteer peer

panelists so staff can provide technical assistance to prevent conflicts and to encourage groups to share their needs or problems so they can be addressed.

Renters are a diverse group: what demographic characteristics will be used to measure representative renter participation? Some neighborhoods, for example, have many types of renters: college students, families with young children, high income, low income, etc. Will disaggregated renter categories be considered? Why or why not? The needs of student renters, families with young children, and upper income renters differ considerably—even compete at times. Housing cost burden plays out very differently among these groups. Effective engagement and outreach strategies depend on (a) sound analysis of neighborhood composition (b) learning the needs of various identified groups, and (c) finding ways to meet those needs. Get categories wrong and you are less likely to learn or meet most critical needs.

Who decides which demographic characteristics are highest priority when it comes to neighborhood composition: city or neighborhood? Using surveys Prospect Park identified racial equity as a priority. As I understand it about 70% of Prospect Park is renters so what happens to our racial equity goal if we focus efforts on renters? Representation matters – need representative voices. Neighborhoods must be representative – in sense of reaching out, involving and listening; not acting on behalf of their own group.

What percent of renters in Prospect Park are students? If significant, how will time and skill needed to collaborate with large institutions, such as U of M. The Census demographic information linked on NCR site does not give the percent of students in neighborhoods.

City may need to significantly increase NCR funding to implement these recommendations – are there funds for this?

Some demographic characteristics, such as race and ethnicity, are fixed. Others change over time. A renter may have been a homeowner for most of their life while a homeowner may have been a renter for most their life.

When demographics characteristics are not fixed, perhaps a neighborhood group's outreach and programming should be evaluated for whether its sufficiently representative. Focusing on strictly on current demographic characteristics may miss the mark.

- v. Action Item: Noel preparing a letter for the board containing the thoughts here and email for final revisions

- 4. New Business
  - o None
- 5. Wrap Up

- Next meeting Thursday April 4th @ 7pm, will determine future schedule dates at that meeting
- Adjourned meeting at 8:20pm