

February 13, 2017

Jonathan Palmer, Chair
Kristel Porter, Executive Director
Cleveland Neighborhood Association
P. O. Box 11635
Minneapolis, MN 55411

Dear Jonathan and Kristel,

I want to thank you for sending in the 2017-19 Community Participation Program (CPP) application for the Cleveland Neighborhood Association (CNA). The application describes the community engagement work that CNA will carry out in the three years from 2017 to 2019, and how CPP funds will be used to support that work.

Based on my review I find that:

1. CNA has developed a plan that details outreach activities for the 2017-19 CPP funding cycle and the community input processes leading to the development of its Neighborhood Priority Plans.
2. CNA is requesting that that \$143,100 of its designated \$143,750 allocation for community engagement activities. CNA will reserve the remaining \$650 of the allocation for Neighborhood Priority Plans.
3. CNA will receive an additional \$900 annually to cover the cost of Directors and Officers insurance premiums. These funds will be added to CNA's 2017-19 CPP contract.
4. The CNA Board approved this CPP application on November 21, 2016.
5. NCR staff has reviewed the proposed CPP application based on the guidelines approved by the Minneapolis City Council on August 5, 2016, and finds that it is consistent with those guidelines.

CNA's CPP application is complete with the exception of these supporting documents:

- conflict of interest policy and procedure;
- most recent organizational budget;
- financial policies and procedures;
- job descriptions

These documents should be submitted by June 30, 2017. CPP eligible expenses after that date will not be reimbursed until these documents are received by your Neighborhood Support Specialist at NCR. NCR staff is available to help with developing these documents.

Based on these findings, I have approved the CNA CPP application and the three-year allocation of \$143,750 for this plan. One-third of these funds (\$47,917 in 2017 and 2018, and \$47,916 in 2019) will become available for contracting at the beginning of each year of the 2017-19 funding cycle.

Through the [Blueprint for Equitable Engagement](#), NCR has committed to *Support Strong Vibrant and Functional Neighborhood Organizations*, with the aim to “ensure that the department and neighborhoods organizations are working together to find creative ways to engage cultural communities.” With this goal in mind, I have directed NCR staff to meet with each neighborhood organization by June 30, 2017 to discuss how we can further support your outreach goals.

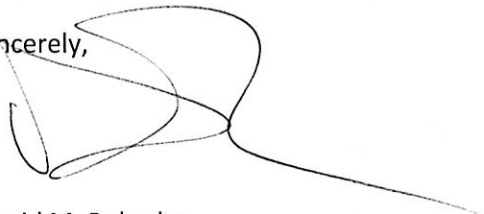
NCR staff will contact you to further discuss your outreach strategies. This meeting will include your Neighborhood Support Specialist and a member of our Access and Outreach Staff, and should occur by June 30, 2017.

- NCR Specialist Michael Yang has offered to meet with the CNA board to provide a presentation on working with the SE Asian Community.
- NCR encourages you to work with Hmong American Mutual Assistance Association and the Lao Assistance Center to recruit volunteers and Board members from the SE Asian community. NCR Specialist Michael Yang can help with any introductions.

Please remember that donations and grants to other nonprofits are ineligible CPP expenses, and that expenses related to events and placemaking activities are eligible only if the activity’s purpose is specifically to increase neighborhood awareness and involvement in the organization’s planning and implementation efforts, and to develop new leadership and participation from under-represented communities. Ineligible activities cannot be reimbursed – even if they are listed in your CPP application. For further information, see NCR’s guide to [Festivals and Community-Building Events](#) or contact our office. Additionally, please note that a separate NCR approval is required for neighborhood priorities.

Please contact your Neighborhood Support Specialist Robert Thompson at (612) 673-2523 with any questions about your CPP funding. Best wishes for continued progress on all your community participation efforts.

Sincerely,

A handwritten signature in black ink, appearing to read 'David M. Rubedor', with a long horizontal line extending to the right.

David M. Rubedor
Director

cc: Bob Cooper, DFD
Robert Thompson, NCR

2017-2019 COMMUNITY PARTICIPATION PROGRAM

Application Template

Please use this template as a guide to developing your application for funding from the Community Participation Program. The level of detail should be appropriate to your organization's proposed activities, and to the level of funding allocated for your organization.

You may provide this application electronically to ncr@minneapolismn.gov. Please include a copy of your bylaws if they have been revised since your last funding submission.

CONTACT INFORMATION:

Organization Name:	Cleveland Neighborhood Association
Address:	3333 Penn Ave N Minneapolis, MN 55412
Website url:	www.Clevelandneighborhood.org
Organization email:	cna@clevelandneighborhood.org / kristel@clevelandneighborhood.org
Federal EIN:	41-1727506
Board Contact:	Name: Jonathan Palmer (Chair) Phone: 612-508-5481 Email: jhpalmer@clevelandneighborhood.org Address: 3422 Xerxes Ave N Minneapolis, MN 55411
Staff Contact:	Name: Kristel Porter (Executive Director) Phone: 612-588-1155 Email: kristel@clevelandneighborhood.org Address: 3333 Penn Ave N Minneapolis, MN 55412

Who should be the primary contact for this application? **Kristel Porter**

Date of Board review and approval: **11/21/2016**

FUNDING ACTIVITIES.

Use the following questions as a guide for your application. For questions 1-8, please limit each response to no more than 3 paragraphs.

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 of the Guidelines.
We have been funded through the Community Participation Program before
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?

Cleveland Neighborhood Association (CNA) has and will identify and act on neighborhood priorities by collecting data through community engagement, which relates to what Cleveland residents want and need in their community. We continue to use many avenues by which to communicate with our neighbors. Whether it be through various types of online social media, newsletters, phone banking, or by simply engaging with neighbor's door-to door, we are able to collect the information we need in order to serve our community better.

CNA has and will influence City decisions on plans, policies, procedures, programs and services by organizing meetings to inform Cleveland residents of current and future plans that will directly and/or indirectly affect their community's infrastructure, programming, services, policies, procedures, etc. This way, the community is able to voice their opinions and desires as well as take part in writing a letter of support or concern for a particular project, program, or policy taking place in their community.

Lastly, CNA has and will increase involvement in civic and community life by not only creating events and programs for neighbors to become informed and engaged on issues that arise within their communities, but also by giving them the tools and resources they need to become more neighborly and to be more civically engaged.

Over the next three years, Cleveland Neighborhood Association will:

- Continue to door knock at least 750 doors (50+% of households) each year.
- Continue to empower Connectors (Block Leaders) on each block to form and maintain block clubs, focusing on increasing to 50 block clubs by 2019.
- Continue to deliver newsletters to 1350 households and surrounding businesses and community school families each quarter.
- Continue to host Pop-up Block Parties with our mobile engagement cart throughout the warmer months, and maintain at least 10 events total each year.
- Continue regular committee meetings:
 - o Youth Committee
 - o Crime & Safety Committee
 - o Community Development Committee
 - o Events Committee
- Hold special meetings as necessary to respond to development issues.

Cleveland Neighborhood Association will gather information for a Neighborhood Priority Plan through:

- Conducting a neighborhood wide surveys
- Hosting to community-wide workshops
- Facilitating focus groups for impacted stakeholders who may not otherwise be represented.

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.

Cleveland Neighborhood Association will:

- Provide board orientation and training for new board members to improve their involvement in CNA's Committees
- Develop a strategic plan in 2017

In May, we host a "Spring Clean Up." Many Cleveland volunteers meet up at the Cleveland Neighborhood Community Garden (many volunteers till, plant, tend and harvest this garden annually) and end up on Dowling Ave N where a church opens their doors for us to have a meal. Two neighbors cook and donate food for the rest of the residents during this time.

During the summer, we hire three supervisors and 10 Step Up interns to engage with residents through three programs/activities:

1. Engagement Team: Throws three parties in Cleveland Park, door-to-door engagement to inform residents of upcoming issues or events, as well as sending out newsletters to CNA residents.
2. Street Forum: Engages anyone within the CNA neighborhood by choosing a topic or theme that Cleveland residents can relate to then video interviewing pedestrians related to those topics or theme. Then using online social media to share those interviews and documentaries so that neighbors have a safe space to "weigh-in" on their concerns as well.
3. Green Team: Engages with neighbors by inviting them to come garden and to host events (such as a planting party, compost workshop, harvest party, food dehydration workshop, fermentation workshop, etc.) to increase gardening participation by neighbors. The Step up Interns become 'coaches' and help inform volunteers how to perform certain duties in the Garden as well.

CNA uses data collection in order to stay connected with Cleveland Neighbors. Whenever we have a meeting, event or issue that arises, we inform our neighbors and invite them to voice their concerns, interest, or support. We are always asking residents to volunteer and take part in shaping their community activities.

We also host a three concert series titled "Live on the Drive" where we work with the city and MPRB to provide the community with food and entertainment that has now become a favorite pastime by many residents. In fact, we usually see about 4,000 residents attend this annually and the number only continues to grow.

Every fall we work in collaboration with Lucy Laney Craft School and Free Bikes for Kids, Inc. to provide children in our community and surrounding neighborhoods with a bicycle, helmet, and education so they may have an equal opportunity to own their own bike.

Every winter we partner with Toys for Tots through Walker Works, to provide holiday gifts to children in our community and surrounding neighborhoods as well.

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.

CNA holds a Northside Housing Fair which benefits the neighborhood as whole (5) by educating them on everything they need to know about homeownership as well as renters rights. This event brings out many residents and volunteers. We built partnerships with private and public entities by collaborating with Lucy Laney Craft School, small businesses, and local programs to make this event a success (4). Last year, we utilized local realtors, non-profits, instructors, handymen, and the list goes on and on. CNA builds bridges among neighbors and diverse communities by providing unique opportunities for neighbors to engage. We connected with Camden Lions to donate their time and provide food for the event as well as the Hmong youth at Asian Media Access who also donated

their time by preparing home-made egg rolls and serving them to their Cleveland neighbors. When the family liaison from Lucy Laney reached out to us for help with their Indigenous Day event, we connected them with an American Indian Drummer and story-teller to entertain the students. CNA is always looking for ways to continue the dialogue between neighbors no matter what ability, age, size, race, religion, sex, or sexual orientation they happen to be (2).

We demonstrated our ability to work with other neighborhoods and organizations by inviting Jordan Area Community Council (JACC) and Stevens Community Block Patrol to our Crime and Safety Committee Meeting after JACC reached out to us about the rising crime within their neighborhood. Once JACC organized their own block patrol, we attended and invited our neighbors to attend as well (3). We continue to build a sense of a whole neighborhood by utilizing our neighbor-network, to get things done. Whether it be to find a neighbor to store our engagement trailer, sign people in at our annual meeting or to facilitate a workshop on bee-keeping, we make an effort to include our neighbors in everything we do (1).

5. **Work with City departments and other jurisdictions.** Discuss your efforts to connect with City of Minneapolis departments and other jurisdictions on behalf of your community and in support of your neighborhood priorities. Please also discuss how the NCR Department can help with this work.

We continue to work with MPD's 4th precinct to attend our Monthly Crime and Safety Committees to connect with our neighbors and to provide a safe space for neighbors to voice their concerns directly to an officer. In 2016 we partnered with MPD's 4th precinct to conduct the Annual Spring Clean Up, facilitate an Auto Theft Prevention workshop, as well as a Personal Safety workshop. CNA also informs the public about when housing inspections will be taking place, where to park in the event of a snow emergency, and has and will continue to invite Hennepin County to our events to engage residents on the importance of recycling as well as increasing the use of organics recycling. CNA continues to provide residents with literature on how to get an organic bin, and what goes into it.

6. **Involvement of under-engaged stakeholders.** Discuss which stakeholder groups are typically un-engaged or under-engaged in your work, and how you will work to involve those groups. Please also discuss how the NCR Department can help with this work.

CNA has continued difficulty engaging our Hmong residents. We now utilize Hmong youth in our Housing Fair however, it is our goal to try to get Hmong residents interested in serving on our board and committees. We are aware that there is a language barrier when dealing with the elders, so we plan on reaching out to Michael Yang (Southeast Asian Community Specialist), to aide us in our efforts in getting the word out about our programs and events to the underserved and underrepresented Southeast Asian community.

CNA would also like to see Cleveland Neighborhood youth become more engaged altogether. We have been able to utilize Step-Up Interns and Juxtaposition Arts Apprentices for our programming, which can be very helpful when attempting to engage the CNA youth. However since spring, our Youth Committee Chair moved away and we have not been able to find a board member to chair that committee. Since our annual meeting in October, we elected a few new Board members that are very interested in reviving that committee once again. We are looking forward to hosting some events that cater to our youth so that we are able to inform, and aide them to become more civically engaged residents.

7. **Unused funds.** Discuss how you plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

Any unused CPP funds from previous years will be applied to the same community engagement activities that we implement every year. Any leftover CPP funds will be used as a cushion for

unexpected expenses within the areas they are allocated for. Cleveland Neighborhood currently has \$7,350.57 of unused CPP funds left from our 2011 CPP contract that we would like included in the 2017-2019 CPP contract. If there happens to be any other balance remaining we would like to request to be rolled over to our 2017-2019 community engagement activities as well.

8. **Policies and other documents.** Applications should include copies of required policies and documents, if changed since your previous application. This should include bylaws, grievance procedures, personnel procedures and policies, EOE or AA plan, ADA plan and policy, and a current board list (Contact your Neighborhood Support Specialist at NCR if you have questions or need samples).
9. **New organizations.** If your organization was not funded in the previous year, a report on the previous year's activities must be included with your application.
10. **Budgets.** Please use this budget template when submitting your Community Participation Plan for approval. Your budget should show how Community Participation Program funds will support the organization's community participation work and an amount set-aside, if any, for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

Please note that not all expenses are eligible for reimbursement. Expenses related to neighborhood celebrations and events are only eligible if the event's purpose is to increase neighborhood awareness and involvement in the organization's planning and implementation efforts. Expenses such as pony rides, food and entertainment are not eligible for funding and will not be reimbursed.

Expenses related to projects may only be eligible if they are related to implementation of an approved Neighborhood Priority Plan, and are identified in a CPP, NPP or NRP contract. Contact your Neighborhood Support Specialist at NCR for further details.

ESTIMATED BUDGET

CPP Budget	2017	2018	2019
Staff Expenses	38,900	38,900	38,900
Employee Benefits	2100	2100	2100
Professional Services	700	700	700
Occupancy	3000	3000	3000
General Liability Insurance			
Directors and Officers Insurance	900	900	900
Communications/Outreach	700	700	700
Translation, interpretation and ADA support			
Supplies and Materials	700	700	700
Meetings/community building events	600	600	600
Development	600	600	600
Fundraising			
Other Services (please describe):	400	400	400
		\$	
Total for contract:	\$	\$	\$
Neighborhood Priorities	\$217	\$217	\$216

		\$	
TOTAL:	\$48,817	\$48,817	\$48,817

Notes:

- Staff expenses should include payroll, FICA, and withholding, and contract staff.
- Employee benefits should include any health insurance, retirement, or other benefits.
- Professional services should include the cost of temporary contractors, bookkeepers, accountants, etc.
- Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.
- Each neighborhood organization is required to acquire General Liability Insurance and provide a certificate of insurance to the City of Minneapolis. Please contact your Neighborhood Support Specialist for details on required coverage and limits.
- NCR organizes bulk purchase of Directors and Officers Liability insurance for most neighborhood organizations. An additional \$900 is allocated to each neighborhood organization to cover the cost.
- Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
- Translation, interpretation and ADA support should be included as part of the neighborhood organization's budget, and could include the cost of contract services for translation and interpretation, or accommodations required under the ADA.
- Supplies and materials should include office supplies as well as expenses for supplies related to ongoing programs such as block patrols, etc.
- Meetings and community building events can include those costs related to community meetings and events (excluding food and entertainment).
- Development expenses could include costs related to training, education, recognition, or orientation for board, staff and volunteers.
- Fundraising could include any costs related to fundraising for your organization (hiring of consultants, costs of materials, postage, events, etc.).