
Page 2: Organization Information

Q1

Neighborhood Organization Information

Main Contact Name	Chris Lautenschlager
Organization Name	Marcy-Holmes Neighborhood Association
Organization Address:	500 8th Avenue SE
City	Minneapolis
State	MN
Organization ZIP:	55414
Organization Email Address:	info@marcy-holmes.org
Organization Phone Number:	612-234-1077

Q2

WEBSITE AND SOCIAL MEDIA

Website	www.marcy-holmes.org
Facebook	www.facebook.com/marcyhomesmpls
Twitter	www.x.com/marcyholmesmpls
Other	www.instagram.com/marcyholmesmpls

Q3

When and where do you hold your monthly board meetings?

Most often on the 3rd Tuesday of the month, minimally 10 monthly board meetings per year. These meetings are held online via Zoom.

Q4

Date of Board approval

After your board reviews this **02/20/2024** draft annual report, please provide the approval date or the anticipated approval date if not yet approved. Meeting minutes may be requested by NCR.

Page 3: Updated Documents

Q5

Upload your Certificate of Insurance for liability insurance

coi-2023-2024.pdf (214.4KB)

Q6

Upload your Certificate of Insurance for Directors and Officers Insurance

usli-directors-and-officers-20240301.PDF (2.2MB)

Q7

Upload an update board list

mhna-board-list-20240102.pdf (87.4KB)

Q8

Upload your overall organizational budget

marcy-holmes-university-budget-2024.pdf (81.2KB)

Page 4: Staffing

Q9

Indicate the POSITION TITLE of each PAID EMPLOYEE OR CONTRACT STAFF (excluding professional services such as accounting, legal, etc.)

Position Title #1

Executive Director

Q10

Please indicate below the AVERAGE HOURS PER WEEK of each paid staff (excluding separate professional services such as accounting, legal, etc.)

#1 Hours/Week **35.0**

Q11

Please share the name of your accountant or bookkeeping service provider.

Martha Ballard (MBB Enterprises), 612-850-6124

Q12

Respondent skipped this question

IF NEEDED, PROVIDE ADDITIONAL INFO BELOW: Note if any positions are seasonal, temporary, etc.

Page 5: Stakeholder Engagement - Outreach & Engagement

Q13

MEETINGS (Check all that apply)

- Held regular committee meetings or discussion groups that are open to all stakeholders**
 - ,
 - Held at least one general membership or community meeting (in addition to the annual meeting) to gather input from residents and other stakeholders for a neighborhood specific initiative**
 - ,
 - Hosted at least one general membership or committee meeting in response to a City request for input - such as a development proposal, transit planning or public works projects**
-

Q14

DOOR-TO-DOOR - with goal of face-to-face engagement (Check all that apply)

- At least once reaching a portion of neighborhood,**
 - At least once reaching most or all of neighborhood,**
 - For more than one issue/outreach effort,**
 - Carried out primarily to increase membership and participation**
 - ,
 - Carried out primarily to gather input or inform on a specific city or neighborhood issue**
-

Q15

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through door-knocking last year?

600

Q16

FLYERING - Dropping literature at doors (Check all that apply)

At least once reaching a portion of the neighborhood,
Carried out primarily to inform and increase membership and participation
,
Carried out primarily to gather input or inform on a specific city or neighborhood issue

Q17

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through flyering last year?

700

Q18

EVENTS (Check all that apply)

Staffed a booth or table at neighborhood event or other community event that included sign-up sheets, surveys or information about your organization.
,
Organized one or more issue specific event (such as a safety forum, housing fair, Open Streets, Creative Citymaking, etc).
,
Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc.)

Q19

COMMUNICATION (Fill in all that apply)

Print newsletter (share frequency and distribution size)

N/A - we print and mail flyers instead (more cost effective)

Email newsletter (share frequency and subscriber total)

1 time per month, 930 subscribers

Primary social media [facebook, twitter, or other] (share posting frequency and subscriber count)

X (Twitter) - 5-10 times per week

Q20

OTHER (Check all that apply)

Conducted at least one community-wide survey (such as a random sample or all-household survey)

,

Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented populations

Q21

Please provide an ESTIMATE OF VOLUNTEER HOURS PROVIDED to your organization last year. (see Volunteer Hour Tracking Guide for suggested ways to calculate this.)

1500

Q22

HOW DID YOUR ORGANIZATION REACH OUT TO UNDERREPRESENTED GROUPS IN YOUR NEIGHBORHOOD? (Check all that apply)

Worked on an issue of particular interest to an underrepresented group within the neighborhood

,

Provided notices of annual and special meetings in multiple languages

,

Provided newsletter articles or web pages in multiple languages

,

Targeted outreach in apartment buildings or blocks to reach renters

,

Targeted tabling at other events or locations (such as farmers markets, cultural events, etc.)

,

Included an Americans with Disabilities Act statement on meeting and event notices

,

Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation

,

Met with other agencies in the community that work closely with underrepresented constituencies in the neighborhood

Q23

WHAT CITY SERVICES AND SUPPORTS DID YOUR ORGANIZATION USE? (Check all that apply)

Did your staff or board members attend any monthly Citywide Neighborhood Meeting?

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Did your staff or board participate in any trainings with the City of Minneapolis (board trainings, learning labs, workshops, conference)

,

Did your organization utilize the provided legal services from MissionGuardian.com?

,

Did your organization have City staff attend any of your board or community meetings to present and engage residents?

Page 6: Equitable Engagement and 2024 Timeline & Goals

Q24

Referencing the QUANTITATIVE GOALS section of your EQUITABLE ENGAGEMENT PLAN, share your progress on the goals, sharing both success and lessons learned.

Our efforts the past 14 months have led to an increase in student membership by 1300%, (from 10 to 150), overall renter membership by 40%, and for the first time, 75% of our MHNA officers are renters (with 50% women, and our first female board president in 7 years).

Q25

What more would you like to tell NCR or the community ABOUT YOUR STAKEHOLDER INVOLVEMENT? What are you doing that is NEW OR PARTICULARLY SUCCESSFUL TO REACH RESIDENTS and others?

By far the most effective outreach strategy we employed in 2023 was the use of direct mailing. This led to increase participation in our annual elections, a higher percentage of responses to our community surveys, as well as a significant increase in our official membership.

Q26

Share a timeline of proposed events and activities for 2024 (Format by quarter or month as you prefer. Example: "Jan-March: -Plan spring outreach event)

Q2 – outreach events on East Side and University Neighborhood / outreach event on University Neighborhoods Partnership / U of M Day of Service Clean Up Events / Earth Day Clean Up Events / Father Hennepin Park Indigenous Populations Engagement Event

Q3 - continue partnership and University outreach events

Q4 - final outreach and community events to reach decision on University Neighborhoods Partnership and Marcy-Holmes-University relationship / annual meeting and board elections in October 2024

Q27

Share your 2024 Equitable Engagement Qualitative goals(Make your goals SMART: Specific, Measurable, Achievable, Relevant, and Time-Bound)

Strengthen relationship between MHNA, student population in Marcy-Holmes, and the Office of Off-Campus Living

Women, students, and people of color feel engaged and able to participate in board discussions

Provide renters the tools and knowledge to address issues with their housing and track interactions

Page 7: Neighborhood Day 2024

Q28

Nothing

On May 11, 2024, we are hosting...

Q29

Date, time, and location of your Event(Ex. May 11 from 9am to 7pm at Community Rec Center, 1234 Broadway Ave, continuing through May 21)

We hold our elections in October when we are certain that U of M students are in the neighborhood. MHNA formerly convened elections in June, as students were leaving the neighborhood. We need to keep elections in the fall to accommodate as many people as possible.

Q30

Webpage for your event (Board elections, annual meeting, or other event)

N/A

Q31

Date / Time

10/22/2024

Date of your Annual MeetingIf you aren't hosting your board elections on Neighborhood Election Day, please share the exact or approximate date of your upcoming annual meeting.

Q32

Respondent skipped this question

Upload an Event imageWe will use this on the citywide map of Neighborhood Day to promote your event information. (See the 2023 map example)

Page 8: Program Highlights

Q33

Equitable Engagement

What category best describes the highlight you'd like to share?

Q34

Write 2-3 paragraphs describing a highlight from 2023 related to the topic above.

One of our major initiatives throughout 2023 was engagement around the possible renaming of Marcy Park, a newly redeveloped park on the east side of the neighborhood. Although MHNA was mindful enough to ensure engagement with all areas of Marcy-Holmes, we took extra care to work with individuals who have been historically unrepresented our neighborhood: student renters.

After nearly a year of flyer-ing, door knocking, and mailing information to every residence, MHNA held a celebratory event at Marcy Park in October 2023. This was an opportunity to not only highlight the extensive park improvements we encouraged the Minneapolis Park & Recreation Board to make (a full-sized basketball court, a dog park, hammock sanctuary, and more), but to also promote our association's work through discussions of renaming this park. MHNA distributed free shirts, sweatshirts, frisbees, buttons, and other branded materials, as well as provided free popcorn and water to those who attended.

Conversations with the dozens of attendees who showed up on a blustery October afternoon centered on the vast array of projects that MHNA works on, how to get involved in the association and our upcoming board election, and why our neighborhood may be interested in renaming Marcy Park. After all the mailings, this event, and other outreach was wrapped up (until our next stage of engagement), MHNA increased our student participation on the east side by 1300%. The challenge, however, is how to keep these numbers high despite that rapid turnover of our University student population.

Q35

Attach a photo related to the highlight you shared in the story above.

marcy-park.jpg (2.8MB)

Q36

Community Safety

What category best describes the second highlight you'd like to share? (Optional)

Q37

Write 2-3 paragraphs describing a second highlight from 2023 related to the topic above. (Optional)

After a string of incidences involving suburban youth assaulting residents and guests in Dinkytown last April / May 2023, MHNA quickly organized a community safety meeting at University Baptist Church. Because of the strong relationships and connections our organization has fostered over the past 20 years, we were able to host a meeting that included appearances by the Chief of Minneapolis Police, the 2nd Precinct Inspector, the City's first Community Safety Commissioner, as well as two City Council Members at a moment's notice. These panelists fielded over 30 questions submitted by the 75+ attendees who filled the church's gymnasium.

This panel of city and law enforcement officials offered ideas on extra patrols, traffic control, mobile live-feed cameras, increased lighting and civilian walking clubs. They said concerned residents can help direct more police resources to the area if they see something and call 911.

Q38

Attach a photo related to the highlight you shared in the story above.

ubc-safety-meeting.jpg (2.7MB)
