

WHITTIER

THE INTERNATIONAL NEIGHBORHOOD

2018 Annual Report



MESSAGE FROM THE BOARD CHAIR

I am very happy to share the Whittier Alliance's 2018 Annual Report. Thanks to our remarkable staff and the dedication of our volunteers, the Whittier Alliance has had a banner year.

This was the year we finally launched the Eat Street Festival - with music, arts, and food. We really hope this will become a cornerstone of neighborhood identity and a strong, fun and welcoming event for the future.

We appointed a new Executive Director - welcome Kaley! And new staff - welcome Fartun! And we were able to work with Hennepin County to fund additional business support staff with a focus on recycling - well done Marcus!

We launched the new Housing Issues Committee as a forum for focused thinking, discussion and action on the housing challenges we are facing as a neighborhood.

We collaborated with renters, residents, businesses, social service organizations and everyone else we could think of to develop the new Strategic Plan that we are presenting for final approval at today's Annual Meeting. It represents hundreds of hours of input, listening and discussion - I hope you can agree with the core themes of community engagement, housing, business and institutional support, and organizational sustainability.

We should all be proud of the progress that we have made, but challenges remain. Most pressing the issue of City funding and the sustainability of the organization remains unsolved - we will be working hard over the coming months to try and resolve this in a way that allows us to keep our focus on serving the interests of our members.

It is a pleasure to work with you all in as we try to build this flourishing and distinctive neighborhood, I'm confident that together we can fulfill our mission of fostering a welcoming, diverse, inclusive and sustainable community.

Thank You

DAVID BAGLEY

Whittier Alliance Board of Directors Chair





EXECUTIVE DIRECTOR REPORT

Hello, and thank you for being here tonight as we kick off another year of community-centered work by and for our neighbors! I am unquestionably lucky for the continued opportunity to learn from and about our Whittier community members every day. As I enter my 2nd year at the helm, I look forward to connecting with as many residents, business representatives, and property owners as I can; we invite you to stop by our office anytime to say "hello" or reach out to grab a cup of coffee!

Our team is very proud of everything that was accomplished in 2018 and excited to build on that momentum this year. From the inaugural Eat Street Food, Music, & Arts Festival which brought an estimated 6,000+ people together in celebration of all things Whittier to the grassroots organizing currently being built around housing challenges, there are countless ways to get involved in your neighborhood in 2019 and beyond.

What are you interested in? What skills or expertise do you have, or what would you like to learn more about? We'd love to know! Neighborhood organizations provide a platform for Minneapolis residents to better understand and engage with City, County, and State processes, elected officials, complex issues such as rising rents, or even how to start a new community garden. They create opportunities for folks to meet one another, face to face, and have conversations - those lighthearted, as well as difficult.

As our strategic plan development process comes to a close, the hard work of carrying out this proposed plan really begins. We believe in the ideas represented, the people who helped to create and shape them, and those who will jump on board as time goes along. Together we can do amazing things to ensure that this neighborhood remains a place that long-time residents and new folks alike can call their home regardless of background, income level, race, ethnicity, ability, or circumstance. We invite you to join us in making that vision a reality.

KALEY BROWN

Whittier Alliance Executive Director

BOARD OF DIRECTORS SERVING IN 2018

Officers

David Bagley, Chair
Scott Melamed, Vice-Chair
Erin Sjoquist, Secretary
Christina Le, Treasurer

Committee Chairs / Reps

Araceli Perez, Business Association Chair
Martha Nemesi, Business Association/Non Profit
Jeff Cowmeadow, Business Association/Non Profit
Christina Le, Business Association/For Profit
Angela Ritchie, Business Association/For Profit
Viswa Challa, Community Issues Chair
Stephanie Brown, Housing Issues Chair

At-Large Members

Mary Gazca
Michael Malone
Christine Popowski
Jen Kader
Michael Perez
Crystal Audi
Aldona Martinka
Cyndi Hovey



MEMBERS OF STAFF

Kaley Brown, Executive Director
Marcus VanderSanden, Business Outreach Coordinator
Fartun Ismail, Community Outreach Coordinator

COMMUNITY ISSUES COMMITTEE

On the second Monday of each month, Whittier Alliance's Community Issues meetings provided community members with a forum for learning about and discussing current changes, opportunities, threats, and events. These meetings provided an opportunity for stakeholders to voice concerns and ideas to elected officials and to one another.

Informational Presentations

Becky Lewis - Whittier Park Director

Inspector Kathy Waite, Jennifer Neale - MPD - 5th Precinct

Virginia Rutter - Solar United Neighbors

Larry Matsumoto, Virginie Nadimi, Simon Blenski - Minneapolis Public Works Department

Dave Aeikens - MN Dept. of Transportation, I-35W Construction Project Community Liaison

Steve Minn - Lupe Development/ESG Architecture

Tina Erazmus - Policy Aide to Minneapolis City Council Ward 10 Representative Lisa Bender

Kurt Vickman - Good Grocer

Willow Kreibich - Whittier Alliance BIG Ideas Grant & Strategic Plan Steering Committee

Austin Blanch - Trailhead Games

Aaron Grossman, Casey Carl - City of Minneapolis Clerk, Legislative Information Management System (LIMS)

HOUSING ISSUES COMMITTEE



At Whittier Alliance's 2018 Annual Meeting, the membership voted to establish a new Acting Committee focused on addressing housing issues in the neighborhood. Staff and volunteers facilitated a two-part visioning process to identify what issues are most important to focus on, what we'd need to be successful, and how the committee should be structured. The final visioning session in May concluded with a community iftar in recognition and celebration of our members observing Ramadan. Since June, this committee has dramatically shaped Whittier Alliance's 2019-2024 strategic plan and has activated many residents previously not involved in other WA activities.

In 2019, the Housing Issues Committee is meeting monthly as a full group on the 3rd Tuesday of each month at the Black Forest Inn's banquet space. Smaller, project-based groups meet as schedules allow each. New faces are always welcome!

BUSINESS ASSOCIATION

The Business Association (BA) is the WA Acting Committee that aims to facilitate collaboration with businesses and community partners to promote one another's activity, expand networks and resources, and address key issues facing the business community. Each year the BA membership elects 5 eligible representatives from Whittier's business community to serve a 1 year term on Whittier Alliance's Board of Directors. The 5 board seats consist of 2 nonprofit representatives, 2 for profit representatives, and one Chair position who could come from either sector. The BA election takes place on the 2nd Wednesday in April following the Whittier Alliance's Annual Meeting and at-large board election.

Encouraging Entrepreneurship

WA received City of Minneapolis Great Streets Grant funding for a collaborative project with the team at the Whittier Farmers Market. The result was a small business coaching program for market vendors interested in improving their capacity to manage and/or grow their small business or test their ideas. Through the summer participants worked with subject matter experts from Whittier to build skills and develop possible future plans.

Business Association Meeting Presenters:

Hennepin County Business Recycling Team
University of Minnesota Humphrey School/
City of Minneapolis - Small Business
Resilience Project

Minnesota Department of Labor
Minneapolis Police Department - 5th Precinct

The Prodigal Pub (Jeff Cowmeadow)
Environmental Initiative
Lake Street Council
Southwest Business Association
Brave New Media



SPOTLIGHT ON SUSTAINABILITY

Community Organics Program

In response to a gap in the organics recycling services available to Minneapolis residents living in multi-family buildings larger than a triplex, a volunteer with Lowry Hill East Neighborhood Association's Environmental Sustainability Committee developed a program alongside the City of Minneapolis staff and The Wedge Co-op to offer a free organics drop and pick-up service at the Co-op subsidized and managed by LHENA. Residents sign up online and receive a code to unlock the bins.

Whittier Alliance worked alongside LHENA and The Wedge to expand the program to a second drop site at The Wedge Table on Nicollet Avenue, subsidized by Whittier Alliance. We hope to continue expanding this program to new drop sites based on the overwhelming demand and participation, as well as the additional foot traffic and revenue it creates for the businesses serving as a drop site.



2018 HIGHLIGHTS

The Inaugural Eat Street Food, Music, & Arts Festival

Our team is proud to have produced the inaugural Eat Street Festival in 2018, attracting an estimated 6,000+ people from within and outside the neighborhood for a day of free live music, dance, youth arts, great food, and even better people. It was a chance to showcase and celebrate who and what Whittier is at its heart, from our robust small businesses community to our multicultural immigrant and refugee neighbors. The festival featured performances from the Somali Museum Dance Troupe, Elohuayotl Mitotiani—an Aztec dance group that practices right here in Whittier, and the CAAM Chinese Dance Theater, a diverse array of music on the stage, and many family-friendly engagement activities provided by Whittier arts organizations and businesses. The attendance was as diverse in race, ethnicity, age, socio-economic class, and interests as Whittier itself. Many residents and businesses expressed strong support and gratitude for this rare opportunity during which all members of our community can interface and collectively enjoy the unique qualities of our neighborhood and each other.



Whittier Works Together

In response to a rise in summer street harassment and the perception that the neighborhood doesn't always feel safe, Whittier Alliance organized a collaboration of 10 organizations focusing attention on the ways in which we can better look out for our neighbors from a community safety standpoint. The Whittier Works Together campaign provided a range of opportunities for community members to learn about causes and misconceptions surrounding homelessness, bystander intervention techniques, as well as basic self-defense. We organized a panel discussion, offered free training sessions, and co-hosted a summer kickoff party with Simpson Housing, complete with a grill-out, youth art, and lawn games. We aimed to encourage folks to visit a part of the neighborhood they may not typically frequent and get to know more of their neighbors.

2018 EVENTS, PROGRAMS, & PROJECTS

2019-2024 Strategic Plan: Organized 7 focus group sessions and several other opportunities for input and feedback throughout the year alongside the volunteer steering committee to reach the final proposed plan

Youth Micro-Grants: Awarded \$22,000 in grant funding to 5 organizations serving Whittier youth including the MobileMia Art Bike, which traveled to Whittier parks and community events throughout the summer with impromptu youth arts activities

Whittier Farmers Market: Provided funding for the 2nd year of the WFM, which takes place in the Calvary Church parking lot at 26th and Blaisdell each summer

Whittier Annual Meeting: Yearly convening featuring a resource fair and board elections

Neighborhood Clean-ups: Co-hosted two neighborhood clean-up days in partnership with Whittier Park and gathered community volunteers for the effort

Bike Patrol Program: Funded off-duty MPD bike officers during summer months to patrol the neighborhood, help reduce crime, and build positive community-police relationships

Clothing Mend/Swap/Donate Event: Partnered with Learning in Style School and the Black Forest Inn to provide a free clothing reuse and recycle opportunity

Open Streets Lyndale: Participated in Lyndale Open Streets and hosted performances by the Whittier-based Aztec dancers of Elohuayotl Mitotiani

Board Meet and Greet: Social event connecting Whittier Alliance Board members and residents interested in running for a seat on the Board of Directors

Whittier Works Together: Campaign with 10 partner organizations calling attention to community safety misconceptions and opportunities in Whittier

Facade Improvement Grants: Administered a City of Minneapolis matching grant program aiming to revitalize and maintain neighborhood business districts through storefront improvements

Whittier Faith Leaders Meetings: Regular gathering to support community-focused collaboration across religion and neighborhood geography

Whittier Youth-Serving Organizations Meetings: Quarterly gathering to facilitate network-building and shared resources and ideas in support of Whittier youth

Whittier Dining Guide: Mailed brochure & digital guide promoting Whittier's diverse array of eateries to residents and visitors of Mia and Children's Theatre Company

Great Whittier Get-Together: Free outdoor neighborhood celebration with art activities, dancing, and food and beverages in Whittier Park

Spotlight on Business: Monthly write-ups highlighting lesser-known Whittier businesses on the web and social media

Eat Street Food, Music, & Arts Festival: Large-scale festival showcasing Whittier's small business community and celebrating all things Whittier

Whittier BIG Ideas Grant: Community grant program to fund an organization or individual with a "big idea" to strengthen Whittier's community

Business Waste Diversion: Established a formal partnership with Hennepin County's Business Recycling team to provide 1:1 assistance to businesses and organizations to access grants and resources aimed at converting waste to organics and recycling

Community Appreciation Party: End-of-year party to celebrate Whittier volunteer and partner efforts



FINANCES

The Finance Committee consults with our accountant on a monthly basis to review the income and expenses of the Whittier Alliance. The monthly financial report is then forwarded to the Whittier Alliance board for final review. All incoming funds and invoices are identified with an account number to track against the annual budget. Expenses are coded to the appropriate funding sources. Professional oversight of the Whittier Alliance financials is provided by Petersen Professionals, CPA.

Financials: January 1 -- December 31, 2018

Balance Sheet

Assets

Checking/Savings - \$546,433.87
Accounts Receivable - \$46,475.49
Total Assets - \$592,909.36

Liabilities

Deferred Revenue--NRP - \$27,900.00
Deferred Revenue--CPP - \$10,000.00
Total Liabilities - \$37,900.00

Equity

Net Assets - \$531,146.79
Net Income - \$23,862.57
Total Equity - \$555,009.36

Total Liabilities & Equity - \$592,909.36

Income

CPP - \$128,954.93
NRP 22203 - \$68,159.08
NRP 23503 - \$8,160.79
Grants - \$69,766.79
Fundraising - \$27,920.22
Non-Cash Donations - \$6,330.03
Program Service Revenue - \$1,869.38
Interest - \$2,245.76
Total Income - \$313,406.98

Expenses

Grants - \$53,793.55
Salaries/Wages - \$117,311.34
Simple IRA Match - \$272.30
Payroll Taxes - \$9,685.67
Staff/Volunteer Recognition - \$503.06
Payroll Services - \$2,282.58
Background Checks - \$59.90
Professional/Contract Services - \$66,761.92
Office Supplies/Equipment - \$3,494.55
Food/Beverage - \$3,024.53
Phone/Internet - \$2,369.06
Postage & Mailing Services - \$7,601.01
Bank Fees - \$21.98
Printing & Copying - \$8,053.79
Rent & Parking - \$9,174.45
Utilities - \$342.47
Travel/Meeting Expenses - \$520.29
Insurance - \$1,532.20
Staff Development - \$466.18
Membership Dues - \$300.00
Advertising - \$78.58
Misc. Expense - \$1,869.38
Tax Filing - \$25.62

Total Expense - \$289,544.41

Gross Profit - \$313,406.98

NET INCOME - \$23,862.57

FUNDRAISING

The Whittier Alliance is a 501(c)(3) independent nonprofit organization; and all donations to Whittier Alliance including those in-kind are tax-deductible. Many thanks to the residents, businesses, friends, and advocates who supported Whittier Alliance with a financial or in-kind contribution in 2018. Although our primary source of income comes from the City, we rely on generous donations from our own community to directly fund and grow our community-focused events and programs.

2018 Financial Contributors

Aldona Martinka
Andrew McDermott
Angela Ritchie
Andrew Ellis
Anonymous
The Bad Waitress
The Black Forest Inn
Brave New Media
Christine Popowski
City of Lakes Waldorf School
Crystal Audi
Cyndi Hovey
Dana Fox
David & Tamar Bagley
Donna Moreno & Paul Smith

Eat Street Dental
Erica Christ
Erin Sjoquist & Kurt Nelson
Evie and Alan Ingber
Harriet Ellis
Hornig Companies
Icehouse MPLS
Jo Ann Musumeci
Joseph Rine
Flowers by Miss Bertha
Kleinman Realty Co.
Kurt Vickman & Good Grocer
Lake Wine & Spirits
Marissa's Bakery & Supermarket
Martha Nemesi

Michael Malone
Michael Perez
Mint Properties
Mortimer's Bar & Restaurant
Nelson's Green Garage
NUWAY
Rainbow Restaurant & Bar
Roger Brake
Scott Melamed
Scott Smith
Stephanie Brown
Stephanie Meyerring & Electric
Fetus
Willow Kreibich
Zeus Jones

2018 In-Kind Contributors

Bob's Java Hut
Brave New Media
b. Resale
The Bulldog - Uptown
Calvary Baptist Church
Children's Theatre Company
Creation Audio Recording
Dunn Brothers - Nicollet Ave
Galactic Pizza
Glam Doll Donuts
Krav Maga Minneapolis

Lake Wine & Spirits
Marissa's Supermarket & Bakery
Minneapolis College of Art and Design
Minneapolis Institute of Art
Mortimer's Bar & Restaurant
Nightingale
Pimento Jamaican Kitchen
Tilt Pinball Bar
The Wedge Table





WHITTIER

THE INTERNATIONAL NEIGHBORHOOD

MISSION

The Whittier Alliance is dedicated to building a flourishing and distinctive neighborhood

VISION

A world class neighborhood



Whittier Alliance

10 E 25th St, Minneapolis, MN 55404

612-871-7756 | info@whittieralliance.org

whittieralliance.org

facebook.com/WhittierAlliance | [@WhittierMN](https://twitter.com/WhittierMN)