

Whittier Alliance Annual Meeting Minutes - DRAFT FOR APPROVAL
Wednesday, March 26, 2019 6:30-8:00pm
Minneapolis College of Art and Design (2501 Stevens Ave) - Auditorium 150

Attendees: Jennifer Abbey, Ross Abbey, Osman Ahmed, Luna Allen-Bakerian Joe Amrhein, Kathy Lee Anderson, Morgan Appleberry, Mariana Arriaza, Crystal Audi, David Bagley, Matt Barthelemy, Ben Bauch, Kevin Beaudin, Lillie Benowitz, Lauren Bevington, Jordan Breslau, Nate Broadbridge, Stephanie Brown, Kevin Chavis Erica Christ, Wanda Classsen, Wendy Darst, Michael Davis, Jazzy Dimeglio, Shannon Dotson, Ben Farnua, Mitchell Fischer, Brian Foster, Nate Fowler, Daniel Fuller, Mary Gazca, Deborah Girdwood, Alec Glass, Anna Grelson, Riley Hare, Brigid Higgins, Cyndi Hovey, Lena Hristova, Laura Jean, Tom Johnson, Jen Kader, Justin Kader, Lyndsey Keating, Lucas Keturi, Joanna Krause-Johnson, Josh Kreibich, Willow Kreibich, Dave LaViolette, Christina Le, Andrea Lechuga, Barb Ludack, Rae MacDonough, Aldona Martinka, Wade McLaughlin, Scott Melamed, Max Musicant, Will Paulette, Aditya Penugonda, Daniel Perez, Kendra Perez, Michael Perez, Christine Popowski, Nate Rastetter, Eric Reich, Meg Reid, Nathan Riebel, Grant Rockwood, Jack Rouser, Greg Schmidt, Brandon Schorsch, Rebekkah Schultz, Daniel Schulz-Jackson, Christian Segura, Emma Sherman, Erin Sjoquist, Abigail Speller, Hannah Sutcliffe, Joshua Switzer, Johnathen Thomas, Camree Tierney, Ashley Vitels, Paul Wilmes, Rochelle Woldorsky

Staff: Kaley Brown, Fartun Ismail, Marcus VanderSanden

Call to Order at 6:37pm by Whittier Alliance Board Chair, David Bagley

Board Chair Introduction - David Bagley

David welcomes everyone to the Annual Meeting and overviews the evening:

- Look back at 2018
- Elect Whittier Alliance board members for 2019
- Take some exciting votes

Introduces Board Members and staff.

Motion to approve agenda. Seconded. Agenda Approved.

3 important things, 2 over and above the usual Annual Meeting, wants to draw specific attention to Strategic Plan and hopes everyone has had a chance to look at it, it's been a long process with a lot of work and the associated funding reallocations, this is important and a variance from a normal annual meeting item in that they are both influential to the long term operations of the Whittier Alliance. Also of course the annual election of new board members.

Highlights a busy 12 months including:

- Appointed Kaley as Executive Director. She's done a great job and is pleased with her leadership and direction.
- Eat Street Festival- it has been something that has been talked about for many years and cool to see it come to fruition in such a successful way.
- Housing Issues Committee. This new committee has been tremendously active in its first year.

Thanks to everyone who participated in the formation of the strategic plan, it was a long process but required diligence to make a good final product. Also want to draw specific attention to Neighborhoods 2020 and the

uncertainty of neighborhood funding moving forward. We need activity on this moving forward and the community as a whole will be influential in that process.

Secretary's Report, Erin Sjoquist:

The minutes from the 2018 annual meeting were presented. **A motion to approve minutes from the 2018 Annual Meeting was made. Seconded. Motion passed.**

Board Candidate Introduction & Election: Alice Moorman, League of Women Voters

Alice Moorman with the League of Women Voters introduces herself and will moderate the candidate forum and election and serve as the parliamentarian. Candidates will take 1 minute to introduce themselves, then field a few questions.

Candidate Introductions

- **Nate Broadbridge:** Purchased home at 25th and Harriet, 3 years ago, started a small business in Whittier and has gotten to know people and really loves the neighborhood. Has been active in the Housing Issues and Business Association and would like to take his involvement to the next step by joining the Board of Directors.
- **Abigail Speller:** Has lived in Whittier for 10 months and has been active with the Whittier Alliance almost immediately attending numerous Housing Issues and Community Issues meetings. Wants to be active in those committees and more by serving on the board. Feels passionately about inclusivity in outreach, programing and decision making process to amplify the voices of her neighbors, specifically those typically underrepresented.
- **Nate Rastetter:** Has been living and working for 15 years as a renter, people might recognize him as "that guy from the Wedge." Has been active in the Housing Committee and would like to own a home in Whittier someday and wants to work toward everybody being able to do that. Would like to bring unheard, underheard and marginalized voices to the table, increase outreach to renters and other populations.
- **Jesse Overyides:** 20 year whittier resident, has served on the board previously. His kids grew up at board meetings. Wants to engage the youth of Whittier and wants to be a voice for senior citizens and people who have disabilities.
- **Brigid Higgins:** Excited to be a part of a community that is so involved and active, she has been active in Housing Issues and would like to bring renter perspective. Feel there are a lot of renters that need to be included and engaged in community processes. Looking forward to getting more opportunities to get involved more deeply in the community.
- **Christine Popowski:** Christine is a long time resident and current board member, wants to make Whittier more beautiful and more welcoming and bring a more diversified board and audience to meetings. "I love Whittier."

Q&A

Q: Question for Abigail specifically- Her bio mentions she knows some coding or has tech background- how can she apply that?

A: Knows some basic coding but not an expert, feels she can bring that knowledge and connections to the WA

Q: New to the neighborhood, about a year or so, curious about specifics, making this neighborhood more sustainable for renters?

Nate B.- Continuing the work of the housing issues committee and working collectively.

Nate R. - Looking at what we are capable of, formulating a plan. Becoming a resource hub for renters to assist people and increase with this issues

Jesse- Have to assist with helping people in paths to ownership as well to increase investment in the community.

Brigid- Advocating for different housing types and who they are available to, people being conscious of development

Christine- Objects to the destruction of existing housing stock for market rate housing.

There are as many board candidates as seats up for election (one vacancy is being filled).

Motion to approve all 6 candidates by acclamation. Seconded. Motion passes by acclamation.

Whittier Alliance 2019-2024 Strategic Plan- Scott Melamed, Willow Kreibich

Community members Scott Melamed and Willow Kreibich headed the steering committee and were instrumental in the engagement and creation of the proposed plan. They will briefly cover:

- The purpose of the plan is and the role it serves
- Process to this point
- A look through highlights
- Q&A
- Vote on approval
- Seeking the community's support for this document and to be involved and to own this plan, trying to set the stage for the years ahead
- Then a discussion of how we propose to align our finances with this document

History, Background of Document

- It is a tool of communication for the organization and for accountability to stakeholders
- Whittier is changing all the time; this plan is set up to be able to adjust somewhat fluidly to those changing needs with the priorities and strategies in this document
- 15 unique opportunities for direct engagement the 4 priority areas you see in the document today are the product of those meeting and feedback
 - Community Engagement
 - Housing
 - Business & Institution Support
 - Organizational Sustainability
- From these priorities they were brought back to the community to develop the strategies that you see under each priority.
- This is what you told us and we hope we heard it correctly and now seek your feedback and support

Willow reads through priorities listed above, emphasizing that these are guiding not strict rules. Willow thanks everyone who participated in this process and acknowledges it is not easy but something that has to be done intentionally and with great thought to guide the organization.

Q&A

Q: How do you plan to report back to the community on the progress made on these goals?

A: Willow- Hoping that this document can lead to more clear processes and best practices throughout organization and interaction with the community through clearly laid out goals and objectives.

A: Kaley- Annual meeting will be a tool to report back on the progress- "here's our plan, here's how we have followed through with it"

Q: Two instances that are talking about communication issues, how do we get elected officials to listen when it seems like a one-sided conversation? Specifically Whittier design guidelines, Housing Issues bullet

point 3 and Communication with elected officials

A: Design guidelines have not been a tool guiding our conversations with City Hall; how can people increase their capacity to influence and continue to shape our neighborhood is through actionable items. Design guidelines are relatively old and not referenced often as criteria for approval.

Q: There is a lot of discussion on market value housing going up through the neighborhood, notably on Lyndale. How do we redirect energy for alternative ownership methods?

A: Stephanie: What can we do? Talking to developers, City officials and other players as proactively as possible.

Housing Issues has generated 5 ongoing projects, one being to establish early and effective contact with developers to introduce them to WA as early in the process as possible. If we go against the City's 2040 comp plan we will fail, but if we work within it we can influence the final projects in a way that provides some benefit to the community. It's also a goal not to just look at new development but what we do have; we don't want to lose existing opportunities for naturally-occurring affordability etc. We are looking to map the neighborhood for buildings that are primed to sell or likely to turnover renters.

Motion to Approve the 2019-2024 Whittier Alliance Strategic Plan, as presented today at the Whittier Alliance Annual Meeting, March 26th, 2019. Seconded. Motion passes.

WA NRP Contract Modification Proposal- Kaley Brown

Structure of these funding allocations allow us to operate a variety of programming and necessary aspects of our organization. Whittier Alliance is primarily funded through city programs NRP (Neighborhood Revitalization Program) and CPP (Community Participation Program). CPP funds are a recurring source of funding while NRP is a finite funding pool.

NRP Phase 1 began in 1992 when the program was formed. The Phase 2 Plan was created 13-14 years ago. The third NRP contract has been active since 2010, which has been used primarily for the youth micro-grants program, distributing about \$200,000 to other nonprofits and organizations in Whittier doing youth programming. Neighborhood needs and focus have changed over the last 14 years which is the last time these strategies were amended; it's necessary to re-evaluate how the funds are set up for this strategic plan to succeed.

NRP contract amendments totalling over \$25,000 require a vote of approval from the community.

Why do we need this?

Bringing funding streams in closer alignment with the new Strategic Plan will allow Whittier Alliance to act accordingly. \$1.1 million in uncontracted funds would be made available to the organization; these funds were previously tied to low-interest home improvement loans managed by the Center for Energy and Environment, but they stopped administering them in 2017. These funds can be contracted for other housing program-related work that falls under the descriptions outlined on the attached companion document.

These proposed allocations allow us the flexibility to change our approach and makes administration a lot more simple and transparent. This proposal has been developed in concert with the Neighborhood and Community Relations Department, the department with direct oversight of NRP and CPP funds.

What are we asking?

8 strategies outlined are largely carried through from one of the older contracts; they are broad enough as is, however the reallocation process and vote needs to be completed in order to adequately redirect funds from

other obsolete strategies to them. We have only been using a fraction of the 34 strategies currently “active.” Approval of this proposal will help organizational efficiency and Whittier Alliance’s ability to carry out its mission with regard to the strategic plan. There aren’t any specific activities or programs that are outlined in our previous strategies that would not fall into those currently proposed, but it would “eliminate” some of the outdated or defunct strategies. ⅓ is already contracted but largely inaccessible due to specificity and ⅔ are uncontracted.

Questions

Q: These are previous loans that have come back and have come back through program income, this is not money that the Whittier Alliance has been sitting on. We owe previous administrators to be very deliberate and considerate of what we do with this money. Are there things that we can do again that could make this come back through program income?

A: We can look back to see what the community needs, how often does that happen? To do that thoroughly it would have to be a part of the strategic planning process, we are asking for input at every engagement opportunity and keep an eye on patterns through that input.

Q: What is the timeline that this will be spent?

A: These funds will not be renewing, so these funds will be judiciously utilized bit by bit each year in service of projects and community needs identified. The annual budget will dictate that to a degree, and sources like external grant funds will supplement. CPP funds also support our operating budget, and the future of that program is currently up for discussion.

Comment: Are there mechanisms outside of NRP to renew? Found ways to invest in things to have money come back to the organization. We should be looking into diversifying.

A: WA leadership is continually looking toward the sustainability of the organization and are open to all possibilities to ensure it.

Motion to approve the NRP funding contract modifications as outlined in Whittier Alliance- City Contract Proposed 2019 Modification, presented at the Whittier Alliance Annual Meeting, March 26th, 2019. Seconded. Motion passes.

Community Awards:

Good Neighbor - presented to Willow Kreibich by community members Greg Schmidt and Mary Gazca Willow has contributed many volunteer hours in the last 8 years including ESC, HI, Strategic Planning process and they would like to acknowledge her commitment and contributions to the Whittier Alliance and neighborhood at large.

Willow- So many ways outside of the board to get involved. You can make things happen if you care about your community, and there are many ways to do that. Loves Whittier!

Good Business: presented to Electric Fetus by community member Brandon Schorsch

Electric Fetus has a long standing, unique counter culture and is a Whittier institution. Last year they faced adversity with major construction and infrastructure projects affecting their accessibility and they are acknowledged for their long standing commitment and contribution to the Whittier neighborhood.

Treasurer Report- Christina Le

Christina details Whittier Alliance Balance Sheet and notes that it was in order and similar to previous years with one notable outlier being the first year of the Eat Street Festival which generated \$23,000. WA now has 15 years of operating under budget or fundraising enough to meet costs.

Committee Reports

Business Association - Angela Ritchie, Manager at the Wedge Table

Angela is the Interim BA Chair. The BA had an interesting year and while didn't get everything they wanted to accomplish, feels that they still had an incredibly productive year filled with insights to take into 2019. Highlights include: hosting a social hour and networking event in the fall for the Business Association; Whittier Works Together community-building campaign; assisting with the Eat Street Fest; working to amend the structure for the Business Association in order to function more effectively and engage with more of the business community; focusing programming around actionable events; networking; and skill building. Currently looking for any business community members who would like to run for the Board of Directors in the coming year, as a business representative. There are 5 positions available; 2 for for-profit business, 2 for non-profit, and one chair seat which can be held by either a for-profit or non-profit business community member. Business Association representative elections are Wednesday, April 10th at the Wedge Table. Reach out to Angela or Kaley for more details. Thanks everyone for helping to make Whittier Businesses a vibrant part of our community.

Community Issues - Crystal Audi, Whittier Board Member

The Community Issues suffered from the elected Chairperson stepping down early in their term, however the Community Issues forum was still able to create opportunities for input on public projects including infrastructure and public art and used the space for Strategic Plan engagement. Moving forward, Community Issues will attempt to break down social and ethnic silos by having a programming or engagement component such as speakers starting with a Tea and Talk event with Somali neighbors in April and a Community Iftar. Community Issues is currently seeking a new chairperson which will be elected at the first meeting following the Annual Meeting.

Housing Issues, Stephanie Brown- Whittier previously had a Housing Issues committee years ago, but it has been reinvigorated after it's reformation at the 2018 Annual Meeting; there was interest in having a focus but not exclusivity on issues impacting renters. Whittier Visioning sessions with this body were influential in Strategic Plan development.

5 Projects laid out

- Looking to map the neighborhood but also engage on a face to face level with potential sellers of existing housing stock.
- Looking to build platform on how we can influence public process
- Resources hub for all renters
- Determining what is and is not in our control and opportunities for effective advocacy
- Re-establishing a clear strategic vision for Whittier's built environment through Small Area Plan and/or Design Guidelines; building a team of experts to have Whittier's back in conversations and challenges with developers and other decision makers.

Establishment of Acting Committees: David Bagley

Motion: The Whittier Alliance recommends the Community Issues, Business Association and Housing Issues as the Acting Committees of the Whittier Alliance for 2019. Seconded. Motion passes.

Adjourn: 8:39 PM

Minutes Respectfully Submitted by: Marcus VanderSanden

WHITTIER ALLIANCE CITY CONTRACT – PROPOSED 2019 MODIFICATION

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Motion: “To approve the NRP funding contract modifications as outlined in *Whittier Alliance – City Contract Proposed 2019 Modification*, presented at the Whittier Alliance Annual Meeting, March 26th, 2019.”

What is this about?

- Whittier Alliance is funded in large part by the City of Minneapolis. Our 2 primary City contracts were created 13 & 14 years ago when the neighborhood’s biggest needs were largely different than they are today.
- Per the terms of the City of Minneapolis’ Neighborhood Revitalization Program (NRP), the program under which these contracts are administered, to modify an existing contract by more than \$25,000 neighborhoods must secure a community approval vote through a meeting with quorum (50 people).

Why do we need this?

- This contract modification proposal will allow us to bring our funding streams into alignment with the priorities and goals of the Whittier Alliance strategic plan.
- We will be able to pull into contract roughly \$1.1 million in NRP funds that are reserved for the Whittier Alliance but are currently uncontracted and unavailable to us, with about half of that going directly to housing support.
- The neighborhood is quickly changing, and this plan and this funding contract modification would allow us the flexibility to change our approach to neighborhood issues and concerns as needed.
- These modifications would simplify processes, improve transparency, and would also save staff/bookkeeper/City staff time.
- About 1/3 of the total proposed new contract is already under contract but largely inaccessible due to the specificity of the buckets it has been tied to. The other 2/3 was previously inaccessible, uncontracted funds that we would be activating in support of this plan and future plans to come.

What is the proposed modification?

- The graphic on the reverse side shows how our funds were allocated previously and how they would be reorganized under the proposed modification.
- We have kept 8 existing strategies or “buckets” that already align with our strategic plan goals and are broad enough to encompass activities laid out in this plan. In recent years, we have only been able to utilize a small handful of these buckets, and they are no longer adequately funded to continue covering our expenses as is.
- There are few, if any, old activities or “buckets” that couldn’t fall under one of these new, broader categories. We would still have the ability to fund a new project or program related to some other topic not explicitly covered in this strategic plan if it was evident that the community viewed it as a priority in the future and was prepared to act on it.

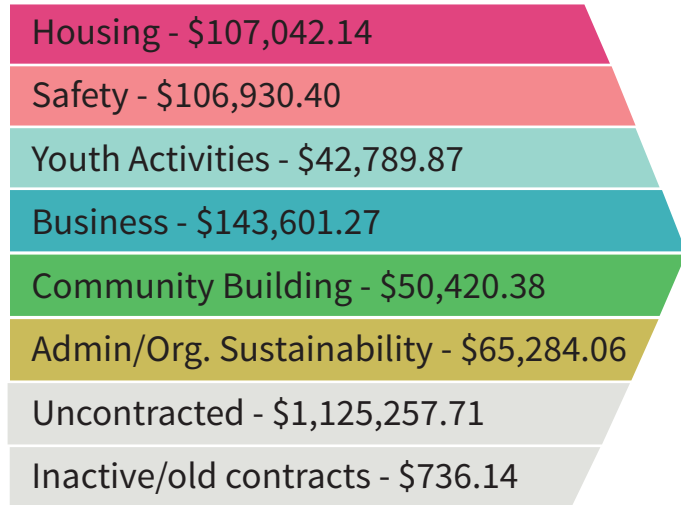
How can I be involved?

- Attend any of these upcoming meetings:
 - Monday, 4/8: COMMUNITY ISSUES MEETING**
6:30pm, Whittier Park Rec Center (425 W 26th St.)
 - Wednesday, 4/10: BUSINESS MEETING**
3:30pm, Wedge Table (2412 Nicollet Ave)
 - Thursday, 4/25: BOARD MEETING**
6:30pm, Whittier Park Art Room (425 W 26th St.)
- **Run for Chair! of Community Issues or Business Association** Chair positions will be elected at the above meeting times, and will each hold one year terms and gain a spot on the Whittier Alliance Board. This is a great opportunity to be a part of the decisions and conversations around the WA’s resources.
- Contact any staff or board members to find out how to get involved, or stop by the office at 10 East 25th Street, a few doors east of the Nicollet Spyhouse Coffee.
- Look for upcoming volunteer opportunities in e-news.

PROPOSED 2019 MODIFICATION

Current Contract Balances

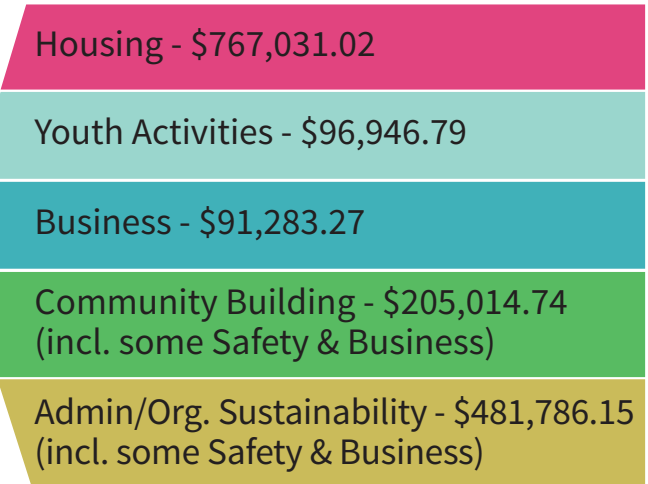
By Issue Area. 34+ Strategies/Buckets and Uncontracted Funds



Total: \$1,642,061.97

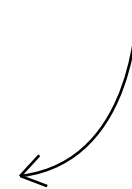
Proposed Contract Balances

By Issue Area. 8 Strategies/Buckets



Total: \$1,642,061.97

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 Proposed Modification: 8 Strategies, Titles and Descriptions (“The Buckets”)



Housing Programs: “Develop housing programs and/or participate in the NRP Housing Investment Fund/s, which best serves the needs of the potential applicants, improves housing quality, quantity, and affordability; and increases housing options in the City. NRP funds may also be used to purchase and rehabilitate 1-4 unit residential structures and commercial properties.”

Housing/Commercial Development Manager: “Provide funding for professional staff to assist Whittier Alliance committees, Board and general membership for review and neighborhood input on housing proposals and implementation of NRP housing programs.”

Youth Programming and Activities: “Support direct service youth programs in Whittier, including learning opportunities, emerging initiatives and community and school activities relating to youth in the Whittier neighborhood.”

Outreach to Diverse Businesses: “Conduct outreach to businesses in areas beyond Nicollet and to small businesses in Whittier.”

Outreach Plan: “Develop and implement outreach plan for the Whittier neighborhood to connect the Whittier Alliance to the following communities: African American, Asian, Latino, and Somali.”

Community Activities: “We will conduct at least one community activity in Whittier each year to increase volunteerism and participation in NRP plan implementation.”

Public Art: “Create at least 5 community arts spaces (e.g. public murals), involving youth and racially/ethnically diverse individuals.”

Plan Implementation Management - Personnel and Operating Expenses: “Hire professional staff and provide an appropriate budget to conduct planning, monitoring, evaluation and oversight to implement the approved NRP Phase II Plan.”