



Whittier Alliance Annual Report — 2015

MESSAGE FROM THE BOARD CHAIR | Erica Christ

Welcome to the Whittier Alliance Annual Meeting! Thank you for taking the time to join us in looking back at 2015's accomplishments and forward to the very interesting future of Whittier.

The headline story for the Whittier Alliance in 2015 was the retirement of Executive Director Marian Biehn and the hiring of a new Executive Director Ricardo McCurley. Among Marian's many accomplishments and achievements over the years, one of the greatest was putting in place the plans, programs and funding to keep the organization vital and effective after her departure. Ricardo has embraced the job with energy and excitement, and his open minded approach and charisma will serve us well as we carry out those plans and programs. So once again, many thanks to Marian Biehn and a very warm welcome to Ricardo McCurley.

In the neighborhood, things are changing as well. Developments are in the works all over the neighborhood and new businesses are looking to make Whittier their home. The challenge we now face is how to welcome change and investment in the neighborhood while protecting and encouraging the qualities of Whittier that we love. Further, how do we make ourselves heard when decisions are being made about our neighborhood, outside the neighborhood?

A strong neighborhood organization is the community's best hope in tackling big questions. We have the resources, the deep roots and history in the neighborhood, and the strong connections across the neighborhood and the city to make this vision of a prosperous, eccentric, accessible, diverse, loveable, livable world class neighborhood a reality.

It has been a pleasure to serve you again this year. I look forward to working with you to shape the future of Whittier.

Board of Directors Serving in 2015

OFFICERS

Erica Christ, Chair
Laura Jean, Vice Chair
Andy Cohen, Treasurer
Natascha Shawver, Secretary

COMMITTEE CHAIRS / REPS

Brett Vandenbussche, Community Issues
Andy Cohen, Business Association
Araceli Perez, For-Profit Bus. Rep

AT LARGE MEMBERS

David Bagley	Jesse Oyervides
Erica Christ	Erin Sjoquist
Natascha Shawver	Daphna Stromberg
Laura Jean	Kenya Weathers
Christina Le	Ted Irgens
David Bagley	

Staff

Ricardo McCurley, Executive Director
Paul Shanafelt, Community Engagement Manager
Lucy Lawson, Office Coordinator
Camilla Fartun Jamal, Community Organizer

WHITTIER ALLIANCE EXECUTIVE DIRECTOR REPORT Part 1 | Ricardo McCurley

I am not in a good position to discuss the successes and challenges of 2015 as I started in December. For that reason, I asked Marian to do it one more time (see Whittier Alliance Executive Director Report Part 2). I will focus on the future of Whittier, but allow me to share a few observations first. As an outsider coming in, I have the quickly fading opportunity to provide new perspective on our work as an organization.

Whittier is diverse...socio-economically, culturally, architecturally, chromatically, religiously, philosophically, politically diverse. Whittier is feisty...first to stand, first to fight, last to go home feisty. Given the diversity and the feistiness, Whittier is ripe for conflict. Whittier is kinetic. Whittier is dynamic. Whittier is peaceful.

That may seem counter intuitive. But peace is not agreement. Peace is not static. Peace is not singular or homogenous. Peace is living in conflict and Whittier does a great job of that. Are we perfect? Far from it. Perfect peace requires all voices be at the table and that those voices be different and representative. It requires passionate discussion and compassion. It requires honesty and compromise. We don't have that. But let us give ourselves a break as we have a very high bar. Most neighborhoods have one quarter the diversity we have and no understanding of the effort required to get to moderate peace. Let's also not delude ourselves and think it gets easier.

The next phase of our work, as an organization and as a neighborhood, will be as hard as the previous phases. I want us to be better at living in conflict, to be better at peace. I believe this work will benefit us and the rest of the city, because Minneapolis is going to look more like Whittier in the decades to come. The conflicts we have are already scrutinized by the broader community and will become either a playbook for success or a cautionary tale. I want to be the playbook.



WHITTIER ALLIANCE EXECUTIVE DIRECTOR REPORT Part 2| Marian Biehn, Emerita

The Whittier Alliance has always been an organization of change and evolution. While deliberately focusing on retaining the diverse qualities that make Whittier a desirable neighborhood, the Whittier Alliance has taken on projects and issues, either identified by community members or outlined in the Whittier Neighborhood Revitalization and Strategic Plans, that help advance livability, community engagement and economic development of Whittier. 2015 was no different in this regard from other years—but with one big change at the end of the year.

The year started by closing the sale on the 2nd home that the Whittier moved and rehabbed. With that, the neighborhood gained two more active and invested residents. The year also welcomed new community organizers who stepped into ongoing projects and introduced new ones. A Livable Streets and Safety Task Forces were formed to improve street, property and personal safety related to traffic and crime. Our Somali outreach efforts built relationships within the Somali community and also resulted in the development of the Somali Women's Training and Employment Project. In collaboration with the Preservation Alliance of MN, the Whittier neighborhood was chosen as a pilot neighborhood for their McKnight Foundation grant exploring the historical value and impacts of ethnic and cultural investment in neighborhoods as neighborhoods and the city evolves. With more discussion and activity around the reopening of Nicollet Ave and the redevelopment of the 10 acre Kmart-SuperValu site, the Whittier Alliance initiated a series of workshops to gather information and identify neighborhood preferences for use and development of the sight. The Whittier vision, developed through the workshop process, articulates the values of the neighborhood as the project moves forward.

The Whittier Alliance engages community members at several different levels and addresses needs and interests in ways that are not always visible. It is easy for arm chair critics to speculate that one group or another is not being engaged. However, engagement cannot be measured by one criterion—outreach, participation and leadership are much more nuanced and much more comprehensive than a cursory look reveals. Outreach to the neighborhood is advanced by our most valuable resource—you. As in previous years, the Whittier Alliance has been able to achieve results on many issues due to the capable and dedicated participation of business owners and residents. We appreciate your attendance at meetings and events, volunteerism, taking on a project, bringing an issue to light, donating goods, services and talent. All of this expands the Whittier Alliance ability to reach more of the neighborhood. As a citizen of Whittier, welcoming neighbors and inviting them into the civic or social discussion or directing them to the neighborhood organization is everyone's responsibility.

At the end of 2015, I stepped down as Executive Director of the Whittier Alliance. It was my pleasure and privilege to serve, work with smart people, partner with dedicated organizations, do the day to day work of the neighborhood, and be part of some evolutionary changes. Whittier is a neighborhood of many dynamics. As I reflect over the past years, there have been many changes, but the rich blend of the arts, cultural and ethnic diversity, professional and economic diversity and most notably the independent spirit and character of the people have been consistent. Kudos!

Thank you to the current and past Whittier Alliance staff and board members. The number of hours you dedicate to the neighborhood are impressive, needed and appreciated. In the coming year, things will change....as they have since time began.

COMMUNITY ISSUES

Development & Ordinance Reviews

- 612 Lake St / Prairie Dogs – Laura Boyd
- Mpls College of Art & Design / 2540 3rd Av S – Jeff Mandyke, Cunningham Group
- Bad Waitress – 2 E 26th St. Andy Cohen
- 2512 1st Ave - Colin Gatling
- 2200 Harriet Ave – Beth Dryden
- 2724 & 2728 1st Ave S, JCI Construction-Chris Johnson
- 26th St & Stevens Ave – DJR- Scott Nelson, Chazin-Bell & Dan Oberpriller-CPM
- Bike Corral –Cameron Conway

Informational Presentations

- Nicollet Street Car – Charleen Zimmer, Zan Associates
- Mpls Park and Rec - Park Com Anita Tabb & Ralph Sievert Forestry Dir.
- City of Mpls – Kellie Kish
- Environmental Concern- Salt on Sidewalks – Joe Knaeble
- City of Mpls– Inspections Dept - Caitlin Maxwell
- Reopen Nicollet-Site Visioning & Planning —Cunningham Group – David Motzenbecker & John Cuningham
- Lake Street Energy Challenge - Emma Struss
- Hennepin County Midtown Com Works
- Parking Enforcement/Traffic Control – Clara Schmit-Gonzalez, City of Mpls
- Mpls Park & Rec – Anita Tabb, 4th District Park Rep
- Traffic Control – Shane Morton, Public Works Traffic and Parking Services
- Whittier Farmers Market – Mark Yamaguchi
- Community Solar – Sean Gosiewski, Alliance for Sustainability
- Somali Dialogue on Crime & Safety – Ahmed Hassan, MPD Crime Prevention Specialist
- MN House Representative Karen Clark
- Critical Review – How to Evaluate Development Proposals– Ted Redmond

FINANCES

The Finance Committee meets 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 full Whittier Alliance board of directors for final review. All incoming funds and invoices are identified and associated with an activity account number to track against the annual budget.

Expenses are coded to their corresponding funding sources. Professional oversight of the Whittier financials is provided by the accounting firm of Petersen Paquin, CPA. In 2015, the Whittier Alliance underwent a full audit as required by NCR on a rotating calendar. The audit revealed no concerns, confirming that the Whittier Alliance utilizes sound accounting practices and is upholding its fiduciary obligations in responsibly managing association funds.

Financials January 1 – December 31, 2015

Ordinary Income/Expense

Income	
N'hood Com. Relations – CPP	\$ 165,498.27
Other Donations	600.00
NRP 23503 Funds	15,118.24
NRP 22203 Funds	52,075.21
Whittier Fundraising	24,245.37
Non-cash Donations-Facilities	2,500.00
Non-cash Donations-Goods	11,549.89
Youth Micro-Grants 28268 Fund	30,278.60
Façade Grant	13,138.06
Stevens Ave Houses	166,719.25
Other/Miscellaneous Income	9,291.364
Total Income	491,014.53
Cost of Goods Sold	10,216.00
Gross Profit	\$ 480,798.53
Expense	
Mileage	\$ 84.50
Payroll	116,226.88
Advertising	1,231.93
Donations	100.00
ADP	2,307.95
Professional Services	60,326.68
Subcontractors	9,498.07
Bank Fees	104.00
Copier	4,416.85
Computer	1,301.00
Printing	8,232.39
Food/beverages	325.82
Fees, licenses, permits	588.65
Insurance	1,143.68
Operations	10,815.62
Office Supplies	4,680.14
Postage	5,748.64
Recognition	416.99
Community meetings & Events	7,115.38
Training	165.00
Fundraising	1,404.82
Housing	12,356.27
Miscellaneous	1,788.46
Façade Improvement Grant	10,000.00
Whittier Community Event	669.14
Graffiti removal/National Night Out	58.33
Youth Micro Grant Exp	30,278.60
Total Expense	291,551.11
Net Income	\$ 189,247.42

Balance Sheet

Assets	
Checking/Savings	\$ 463,609.17
Accounts Receivable	90,253.76
Total Assets	\$ 553,862.93
Liabilities	
Deferred revenue—NRP contract	27,900.00
Deferred revenue—NCR	10,000
Façade—temp rest	-381.33
Total Liabilities	37,518.67
Equity	
Net Assets	327,096.84
Net Income	189,247.42
Total Equity	516,344.26
Total Liabilities & Equity	\$ 553,862.93



Spring Clean Up | Saturday, April 23 | 2:30—5:30 p.m.

ST STEPHEN'S SHELTER | 2211 CLINTON AVE S |

Come meet and work with neighbors from LHENA, MIA and CTC green team

FUNDRAISING

The Whittier Alliance depends on fundraising activities to help supplement the annual budget. Thanks to your generosity, we exceeded our 2015 fundraising goals. We had great attendance at the May Day Soirée and enjoyed a lively evening of Whittier food, auction items and entertainment.

The Whittier Alliance thanks Whittier residents, businesses, friends and supporters for their financial contributions. The revenue from these fundraisers is reserved for future use and for expenses that are not covered by other, more restricted funding sources.

Many thanks to our generous contributors:

American Assoc. University Women	Eat Street Dental	Kleinman Realty	Ben Nelson & Fran Killian
Bad Waitress	Electric Fetus	Willow & Josh Kreibich	Kathryn Nettleman & Charles Block
David Bagley & Tamar Herman	Andrew & Harriet Ellis	LA Runquist	Pancho Villa
Andy Baird	Flowers by Miss Bertha	Christina & Binh Le	Eric Plotner
Beacon Interfaith Housing	Foreign Auto Specialties	Leaning Tower of Pizza	Judith Schwartau
John Berrigan	Dana Fox	Larry Ludeman	Natascha Shawver
Marian Biehn	Mike Garity	Bill & Deborah Mague	Erin Sjoquist
Tom Bissen	David George	Brooks & Mark Mahoney	Scott Smith & Lana Barkawi
Stephanie Brown	Girard Management	Craig Marchessault	Stevens Community Associates
Geri Burns	Give MN	Harold Matke	Diane Tvedt
Giancarlo Casale	Christopher Gottshall & Adam Pierce	MCAD	Pamela Vardalos
Kristin Chirhart	HCMC	Harriet McCleary	Mary Vetscher
Erica Christ	Sharon Hilberer & John Collier	Larry & Mary Miller	Wedge Co-Op
Christos Greek Restaurant	Tony Hull & Jill Hamilton	Mint Properties	Ralph Yehle & Kathy Wood
City of Lakes Waldorf School	Ted Irgens	Donna Moreno & Paul Smith	Zeus Jones
Trish Clarke	Irving Properties	Jo Ann Musumeci	
Creation Audio	Laura Jean & David Schroth	Cristian Narvaez	
		Becky & Joann Neamy	

Thanks to all the businesses and individuals that donated in-kind—food, products, gift certificates, etc.:

The Alt	Estrella Apothecary & Spa	Metro Blooms	Regla De Oro
American Swedish Institute	Fire on the Greenway	Mill City Museum	Residential Heating & Air
Architectural Antiques	Favero	Minneapolis Institute of Arts	Riverview Theater
b. resale	Franklin Nicollet Liquors	Minneapolis Police 5th Precinct	Darci Schummer
The Bad Waitress	French Meadow	Minnesota Public Radio	Science Museum of Minnesota
The Balloon Shoppe	Galactic Pizza	Minnesota State Fair	Sebastian Joe's
Barbette Restaurant	General Mills	Mint Properties	Seven Sundays
Basilica Block Party	Glam Doll Donuts	MN Historical Society	A Slice of New York
Black Forest Inn	Grand Casino - Mille Lacs	MN Landscape Arboretum	Spoon & Stable
Black Sheep Pizza	Grand Slam	MN Orchestra	Spyhouse
Blaisdell Manor	Greater Goods	MN Pro Paintball	St. Paul Saints
BP Petroleum	Guthrie Theater	MN Timberwolves	Starbucks
Brasa Rotisserie	Gyst Fermentation Bar	Diane Moe	Stepping Stone Theater
Brave New Workshop	Hennepin County Medical Center	Mpls College of Art & Design	Stevens Community Apartments
Breadsmith	Paula Horan	Mpls Park & Rec	Surly
Bryant-Lake Bowl	Ingebretsens Scandanavian Gifts	The Museum of Russian Art	Tangletown Gardens
Built Hard	It's Greek to Me	My Huong	The Jungle Theater
Cardinal Exteriors	Izzy's Ice Cream Cafe	Joann Neamy	Three Sons Signature Cuisine
Children's Theatre Company	JJ Hill House	Rick Nelson	ThreeRivers Park District
Erica Christ	Jungle Theater	Nice Ride Minnesota	Ticket King
Christos	Lake Wine & Spirits	Nightingale	Uptown Swing
Cliché Boutique	Landmark Theatres	Nob Hill Inn	Vertical Endeavors
Copper Hen	Lettuce Entertain You	Once Upon a Crime	Wedge Community Co-op
Crazy Rooster	Lucky Dog Pet Care	Ordway Center for Performing Arts	Weisman Art Museum
Creation Audio	Barb Ludack	Pancho Villa	Wild Mountain
Lori Dokken	Lu's Sandwich	Pho 79/Caravelle	Wise Acre Eatery
Dominique Bereiter Jewelry	The Lyndale Taphouse	Pooky's Homemade	George Wurtzel
Judi Donaghy Vinar	MacPhail Center for Music	Prohibition Kombucha	Yess Yoga
Dunn Bros Coffee	Brooks & Mark Mahoney	Putt'er There	Youth Farm & Market Project
Eat Street Social	Mann Theaters	Quang	
The Egg & I	Mann Theatres	Rainbow Chinese	
Electric Fetus	Marissa's		

Thank you also to the donors who elected to remain anonymous, and our apologies and thanks if we have mistakenly omitted your name – it has been a big year.

BUSINESS ASSOCIATION

In 2015, the Business Association (BA) facilitated presentations and discussions on diverse topics, at times resulting in action reflecting levels of member support for liquor licenses, sidewalk patio permits, parking and development proposals. Presenters included Metro Blooms, Hennepin County Community Works, Workplace Fairness Coalition, City Council Member Lisa Bender, Cunningham Group, Hennepin County Transit, the City of Minneapolis, and DIVI. The monthly meetings addressed timely issues and trends, while other projects were begun or completed. With yet other projects long-term planning continues:

Energy, Waste and Water Management: In 2015 Minneapolis food businesses saw a ban on Styrofoam take-out containers and all businesses were alerted to a proposed ban on plastic bags. Businesses were informed of and encouraged to participate in the Midtown Greenway Energy Challenge to increase energy efficiency. Metro Blooms presented projects designed to reduce storm water runoff while at the same time adding landscaping elements and protecting building structure that can be eroded by excessive undirected water flow.

Proposed Workplace Ordinance: In 2015, the City Minneapolis informed the business community of its intent to pass an ordinance regulating workplace scheduling and mandating paid sick leave. Council Member Lisa Bender spoke to the BA presenting initial elements of a proposed ordinance. In a subsequent meeting, the Workplace Fairness Coalition explained how to participate in the process and how to effectively make one's views known to the City Council. After much feedback, including that of the business community, the City decided that a narrower ordinance will be revisited in 2016.

Transit & Development: Whittier continued weighing in on issues surrounding the 35W Transit Access Project. Continuing the Reopen Nicollet work, the Whittier Alliance sponsored a series of workshops led by the Cunningham Group to articulate neighborhood preferences and visualize potential development of the Kmart site. Several private development projects were presented and discussed.

Façade Improvement Grant: The Whittier Alliance is the administrator for the City of Minneapolis Great Streets Façade Improvement Grant. The WA promotes the funds through the Business Association. These funds help businesses along Nicollet, Lyndale, Lake, Franklin and 26th Street make improvements that increase street appeal. The maximum grant per address is \$5,000 recipients must match grant funds with their own contributions. In 2015, a total of \$22,600 in façade improvement grants were awarded to: Brave New Media, Rainbow Chinese, The Nicollet, The Wedge and Pimento Kitchen.

Get Involved: Please join us at the Business Association meetings to air your views, ideas and concerns, and to be informed about all that is happening that affects Whittier and your business. Meetings are held the second Wednesday of each month at different Whittier businesses that graciously agree to be hosts. We thank our BA host businesses for 2015: The Nightingale, Wedge Table, Fallout Arts Initiative, GYST Fermentation, Christos Greek Restaurant, City of Lakes Waldorf School, Black Forest Inn, Marissa's Deli, Daalo Restaurant & Grill, Krungthep Thai Cuisine.

Community Engagement Manager Report

Whittier was without a community engagement manager for most of 2015, but the neighborhood still managed to start/re-start three task forces: Livable Streets, Crime & Safety, and Environmental Sustainability. All three have made significant contributions so far. The Livable Streets task force is collaborating with Minneapolis Public Works and Whittier International Elementary School to make several problematic intersections safer for pedestrians, cyclists, and drivers. The Environmental Sustainability task force has participated in neighborhood clean ups, created partnerships with neighboring green teams, and has been developing clean energy initiatives. The Crime & Safety task force has partnered with the Mpls 5th Precinct to develop programs such as the 2016 summer bike patrol.

Whittier also saw numerous events and projects take place in 2015, with nearly 100 phenomenal volunteers contributing over 3,000 hours of their time. Relationships with various community groups, organizations, and individuals were also formed, with hopes of new and invigorating projects to transpire in 2016 and beyond.

Lastly, I want to thank all of the wonderful Whittier residents who have shared their insightful perspectives of the neighborhood and for making me feel right at home from the moment I arrived at the Whittier Alliance in July. It has been a privilege to serve this beautifully unique and vibrant neighborhood.

Below is a review of the community activities and partnerships of the Whittier Alliance in 2015.

Whittier Alliance 2015 Collaborations & Partnerships

- Cunningham Group
- Minneapolis Police Dept. - 5th Precinct
- Law Enforcement Group - 5th Precinct
- Stevens Square Community Organization
- Lyndale Neighborhood Association
- Whittier International Elementary School
- Whittier Faith Based Organizations
- League of Women Voters
- Midtown Greenway Coalition
- Minneapolis Park & Recreation Board
- Lake Street Council
- Minneapolis Public Works
- Lake Street Energy Challenge
- Alliance for Sustainability
- Greater Metropolitan Housing Corporation
- Big Brothers Big Sisters of the Twin Cities
- Art Buddies
- EDIT
- Intermedia Arts
- STEP
- MCAD
- MIA

Whittier Alliance 2015 Events

- Youth Field Day
- Fall Cleanup
- Earth Day Cleanup
- Dog Days
- 2118 Blaisdell Historic Designation
- Volunteer Appreciation Party
- Clinton Field Ice Cream Social
- National Night Out - 12 Whittier Parties
- May Day Soiree
- Winter Board Social
- Annual Meeting
- Reopen Nicollet Planning & Visioning Workshop Series
- Summer Soccer Celebration
- Block Leader Meetup
- Somali Independence Day
- Lyndale Open Streets
- Fallout Art Festival & Whittier Art Crawl
- Whittier Fundraiser at Black Forest Inn
- Meet & Greet at Glam Doll Donuts
- Whittier School Parent/Student Breakfast
- Somali Women Job Search Training Workshops
- Whittier Faith Leaders Meetings
- Whittier Youth-Serving Organizations Meetings

NEIGHBORHOOD REVITALIZATION PLAN AND WHITTIER STRATEGIC PLAN

Last year, the Whittier Alliance continued its work on the 2012-2017 Strategic plan. 2015 saw the launch of our Environmental Sustainability task force. The Community Issues Committee heard speakers discuss environmental issues like over salting and the Emerald Ash Borer. Historic preservation continued as we supported effort to preserve the building at 2118 Blaisdell Avenue. Our stakeholder engagement focused on safety in the Somali community and continued our outreach to renters, property owners and home owners.

Organizational stability was challenged in 2015 by the retirement on our Executive Director and by the loss of a location for our Mayday Soiree. However, the new Executive Director is clever and resourceful (and an excellent writer...) and will surely bring new outreach and innovative fundraising techniques with him.

2016 will bring more focus on Environmental Sustainability and Stakeholder engagement. The Whittier Alliance office has become and will continue to be a place to pilot energy audits, art installations, live auctions, Community Solar subscriptions, Rental Property Owner Workshops, Renter listening sessions, live music recordings and any other crazy and wonderful ideas you can bring. If you've lived here a day, or a lifetime, you are a part of Whittier and the Whittier Alliance wants you engaged in the conversation.

VISION | A World Class Neighborhood

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



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