

WHITTIER

THE INTERNATIONAL NEIGHBORHOOD

2017 Annual Report



MESSAGE FROM THE BOARD CHAIR

Welcome to the 2018 Whittier Alliance Annual Meeting. Thank you for taking the time to join us today in reviewing 2017 and electing new board members for 2018 - 2020.

The past 12 months have certainly been busy and we are all blessed, as they say, to live in "interesting times". I'd like first and foremost to thank all of you who have given your time to help make our neighborhood better. As you read on, you'll undoubtedly find that there is a long list of good things we helped, funded or coordinated in 2017, always with the goal of strengthening our community.

As we look ahead, I do not expect things to get any less interesting: The 35W project is rolling and will impact access to our neighborhood for the next several years; the city is re-evaluating how, and to what extent it will fund neighborhood organizations after 2019; and the citywide trends of rising rents, increasing property taxes, and ever more density are increasingly impacting us in Whittier.

We are currently working to outline our collective response to these challenges in the 2018-2022 strategic plan. The first round of surveys, workshops and focus group discussions are complete, and we hope to publish a first draft for your additional feedback in the coming weeks. To those of you who have participated in this process, thank you for showing up, thank you for sharing your thoughts, and thank you for listening to others. To those of you who have not, we hope you'll join us in this process of making Whittier's next collective road map.

DAVID BAGLEY

Whittier Alliance Board of Directors Chair





INTERIM EXECUTIVE DIRECTOR REPORT

Hello, and thank you for being here with us tonight for a little grassroots democracy! Some of you may recognize me from this very meeting one year ago, when I was fortunate enough to be elected to a seat on Whittier Alliance's Board of Directors. I am grateful that 6 months later I hit the ground running as member of this team in a full-time capacity.

It is truly amazing to look back on all that was accomplished by this organization in 2017 with only 2-3 full-time staff members throughout. We granted out \$35,200 to 7 different nonprofit organizations doing fantastic work in support of Whittier's young people. We continued to build coalitions among different segments of the community such as Whittier's faith leaders and residents doing their part to make our neighborhood more environmentally sustainable.

2017 also marked the beginning of our 2018-2022 strategic planning process, and we appreciate everyone who has contributed their perspective thus far. We know from your feedback that community building, outreach, and developing opportunities for engagement are a top priority neighborhood-wide. Our team is excited to get to work but absolutely cannot do it alone. We need you! We need your ideas, your energy, your skills, your time, and your passion.

Whittier's complex challenges can in time become some of its greatest strengths, but it will take creative, collective efforts to get there. This neighborhood belongs to **all of us**, and I am thrilled at the thought of how much more we could accomplish for Whittier, for each other by doing it together. See you out there!

KALEY BROWN

Whittier Alliance Interim Executive Director

BOARD OF DIRECTORS SERVING IN 2017

Officers

David Bagley, Chair
Laura Jean, Vice-Chair
Erin Sjoquist, Secretary
Christina Le, Treasurer

Committee Chairs / Reps

Andrew Nordick, Business Association Chair
Geraldine Jerez, Business Association/Non Profit
Martha Nemesi, Business Association/Non Profit
Christina Le, Business Association/For Profit
Araceli Perez, Business Association/For Profit
Scott Melamed, Community Issues Chair

At-Large Members

Mary Gazca
Michael Malone
Christine Popowski
Jen Kader
Carrie McCabe-Johnston
Chafoxey Mitchner
Kenya Weathers
Jesse Oyervides
Daphna Stromberg
Marie Listopad
Kaley Brown



MEMBERS OF STAFF

Kaley Brown, Interim Executive Director / Community Engagement Manager

Dan Stanton, Office and Communications Coordinator

Marcus VanderSanden, Business Association Liaison

BUSINESS ASSOCIATION

The Business Association (BA) meets monthly on the second Wednesday of the month and facilitates collaboration among businesses, community partners, and the Whittier Alliance to address current issues and business related topics. In 2017 agenda topics focused on methods for the Whittier Alliance and the BA to bolster business community vitality, help identify and mitigate common problems, and increase the WA's capacity in this arena.

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 faction. The BA election takes place on the 2nd Wednesday in April following the Whittier Alliance's Annual Meeting and at-large board election.

Business Association Meeting Hosts:

G&L Furniture
Learning in Style
MEFE Charter School
Minneapolis Institute of Art (Mia)
Good Grocer
Emperor of India
Black Forest Inn
Minneapolis College of Art & Design (MCAD)
The Bad Waitress Diner
NuWay House

Business Association Meeting Topics:

Spotlight on Business
Tilt Pinball Liquor License Approval & Business Presentation
5th Precinct Crime Specialist Updates
Whittier Farmers Market Updates
\$15 Minimum Wage Discussion
Minneapolis Department of Civil Rights, Aaron Brink-Johnson
Whittier Dining Guide Updates
Eat Street Oral History Project
Board Business Chair & Board Business Representative Elections
26th & 28th St Bike Lanes Discussion
Big Ideas Grant Update
Business Inclusiveness & Outreach Discussion
Whittier Alliance-NDC Entrepreneur Program Scholarships
35W Response Task Force
Whittier Alliance Strategic Plan Updates
Special Service District, Andrew Carlson and Michael McLaughlin
Small Business and Innovation Team, Zoe Thiel
Super Bowl Discussion



COMMUNITY ISSUES COMMITTEE

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

Development and Ordinance Review

Franklin & Lyndale - DJR Architecture
2449 Lyndale Avenue - DJR Architecture
2201 Blaisdell Avenue - DJR Architecture
510 West Lake Street - Lupe Development Partners

Informational Presentations

I-35 W Transit/Access Lake St Project - Jim Grube, Hennepin County Highway Engineer
Immigrant Women Coalition USA - Rebecca Makayi
Center for Immigrant Justice - Danielle Robinson Briand
Metropolitan Council - Gary Cunningham
Minnesota Department of Transportation - Dave Aeikens
Public Works - 24th Street Bikeway - Virginie Nadimi, Simon Blenski
Police Department - 5th Precinct - Kathy Waite, Jennifer Neale
MN District 62A - Rep. Karen Clark

ENVIRONMENTAL SUSTAINABILITY COMMITTEE

Whittier is lucky to have so many residents who are serious about sustainability. Over the past 2 years we have built a robust base of members with no shortage of ideas, and our regular meetings often have an active service component such as neighborhood cleanups or community garden maintenance.

2017 Activities

Earth Day Neighborhood Cleanup
Fall Neighborhood Cleanup
Tour of 100 Year Old Net Zero House
Spring road salt cleanup with volunteers from LHENA
Educational outreach to businesses on waterway pollution from road salt
Tour of Whittier residents' home sustainability initiatives
Launch of Whittier Green Corps' collective garden maintenance

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 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, 2017

Balance Sheet

Assets

Checking/Savings - \$503,980.52
Accounts Receivable - \$59,542.21

Total Assets - \$563,522.73

Liabilities

Deferred revenue--NRP - \$27,900.00
Deferred revenue--CPP - \$10,000.00
Simple IRA--temp rest - \$408.44
Facade--temp rest - (\$3,697.80)

Total Liabilities - \$34,610.64

Equity

Net Assets - \$519,036.21
Net Income - \$9,875.88

Total Equity - \$528,912.09

Total Liabilities & Equity - \$563,522.73

Income

CPP - \$135,162.58
NRP 22203 - \$120,763.19
NRP 23503 - \$12,525.00
Grants - \$39,932.50
Fundraising - \$10,580.04
Misc. Income - \$4,095.94
Interest - \$1,227.80

Total Income - \$324,287.05

Expenses

Grants - \$44,932.50
Salaries/Wages - \$133,551.55
Simple IRA Match - \$1,769.82
Payroll Taxes - \$11,475.95
Staff/Volunteer Recognition - \$409.08
Payroll Services - \$2,805.00
Professional/Contract Services - \$79,090.20
Office Supplies/Equipment - \$9,448.03
Food/Beverage - \$3,159.11
Phone/Internet - \$2,358.16
Postage & Mailing Services - \$5,674.87
Bank Fees - \$117.54
Printing & Copying - \$6,542.32
Rent & Parking - \$9,703.00
Utilities - \$459.58
Travel/Meeting Expenses - \$40.77
Insurance - \$1,476.20
Staff Development - \$600.00
Advertising - \$195.00
Misc. Expense - \$576.87
Tax Filing - \$25.62

Total Expense - \$314,411.17

Gross Profit - \$324,287.05

NET INCOME - \$9,875.88

2017 EVENTS, PROGRAMS, & PROJECTS



Youth Micro-Grants: Awarded \$35,200 in grant funding to 7 organizations serving Whittier youth

Ward 10 Candidate Forum: Co-hosted a Ward 10 City Council Candidate Forum attended by 100+ stakeholders prior to election day

Whittier Farmers Market: Provided funding for WFM's 2nd year, which brought in 65% more visitors and increased sales 55% over 2016.

Somali Job Support Program: Assisted Somali women with resume writing and job readiness skills to secure employment

Caffeine and Kickstands: Community event featuring complimentary coffee from Spyhouse and bicycle tune-ups from Sunrise Cyclery

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

School Supplies Giveaway: Collaborated with Calvary Church to provide 97 Whittier youth with new backpacks and school supplies at the Whittier Farmers Market Back to School Day

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

Board Meet and Greet: Social event connecting Whittier Alliance Board members and residents

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

Whittier Faith Leaders Meetings: Regular gathering to support community-focused collaboration

Whittier Youth-Serving Organizations Meetings: Quarterly gathering to share resources / ideas

Whittier Dining Guide: Mailed brochure & digital guide of Whittier's diverse array of eateries

Eat Street Oral History Project: Collaboration with Spotlight Oral History, Hennepin History Museum, and long-time Whittier restaurateurs to document reflections on 20 years of "Eat Street"

Great Whittier Summer Get-Together: Neighborhood celebration with art activities, dancing and ice cream in Whittier Park

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

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

Volunteer Hub: Creation of a web resource detailing the many volunteer opportunities available through organizations right here in Whittier

Volunteer Appreciation Party: End-of-year party to celebrate Whittier volunteer efforts

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 2017. 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.

2017 Financial Contributors

Alan Ingber
Andrew McDermott III
Bihn & Christina Le & Lake Wine & Spirits
Carrie McCabe-Johnston & Nightingale
Chafoxey Mitchner
Christine Popowski
Christos Greek Restaurant
Dana Fox
David & Tamar Bagley
Donna Moreno
Duong Hung
Erin Sjoquist
Harriet Ellis
Hendlin Inc.
James Gray
Jesse Oyervides
John Florell
Kim Nguon and Flowers by Miss Bertha
Kurt Vickman & Good Grocer
Laura Jean & David Schroth
Lee Blons & North Haven Apartments
Mark Jossart
Martha Nemesi
Metro Dental
Scott Melamed
Stephanie Meyerring & Electric Fetus

2017 In-Kind Contributors

Bad Waitress
Black Forest Inn
Calvary Baptist Church
G & L Furniture
Galactic Pizza
Glam Doll Donuts
Jamie McDonald & Sunrise Cyclery
Lago Tacos
Learning in Style
Marissa's Bakery
MEFE Charter School
Minneapolis College of Art and Design
Minneapolis Institute of Art
My Huong Kitchen
The People's Library
Pimento Jamaican Kitchen
SpringHouse Ministry Center
Spyhouse Coffee
Starbucks
The Wedge Table
Wesley Andrews



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)