

**Meeting Notes**  
**Northside Greenway Council**  
**January 5, 2015, Sumner Library**

**Meeting attendees:** Matthew Hendricks (Twin Cities Greenways), Laura Kling (Minneapolis Bicycle Coalition), Sam Rockwell (Center for Prevention at Blue Cross and Blue Shield of Minnesota), Ebony Adedayo (Alliance for Metropolitan Stability), Sarah Stewart (Minneapolis Health Department), Anthony Johnson (Minneapolis Health Department), Will Lumpkins (North Mpls Resident/NRRC), Alexis Pennie (North Mpls Bicycle Advocacy Council), Debra Stone (Major Taylor Bicycle Club of the Twin Cities), Sandy Ilescher (North Mpls Resident), Louis Moore (Major Taylor), Catherine Fleming (Project Sweetie Pie, E.D.E.N. BJR Group LLC)

**Announcements**

- a. Introductions and Greetings led by Ebony Adedayo. Everyone introduced themselves and conveyed "What they were hopeful for 2015"

**II. Report back from Outreach and Communications subcommittee meeting 12/8/14. (see attached notes and draft outreach goals)**

- a. Ebony Adedayo reviewed the work of the outreach subcommittee meeting. There was a discussion about Trusted Advocate model for deeper dive community engagement. Ebony and Sarah will meet with someone from the Districts Council Collaborative to learn more about this model.
- b. Laura Kling reviewed the goals for deepening our strategies. (see attached)
- c. Committee suggested having more work done south of Plymouth on the Greenway.
- d. Proposed meeting for the next outreach and communication subcommittee
  - **Date and Time-The second Monday of the month at 1:30p.m.**
  - **Where- City of Minneapolis Health Department Public Service Center 250 S. 4<sup>th</sup> Street Suite 510.**
  - **We can adjust the schedule for time and location.**

**III. Quick Update on report and planned communications**

- a. Sarah Stewart led discussion about the report: it's done, and is being sent to Blue Cross for approval. Planned communications were discussed for Greenway Report Communications:
  - i. News release (focus on Northside and culturally-based publications)
  - ii. City social media posts (ask other orgs to share this)
  - iii. Email to project listserv/snail mail to people who prefer it
  - iv. Social media templates for other orgs to use
  - v. Newsletter/website blurbs for other orgs to use
- b. Other idea for 2014 Greenway report communications include but not limited to:
  - i. Community forum
  - ii. Attending existing community events

#### IV. Northside Greenway Council

- a. Sarah Stewart led recap discussions from last meeting about the proposals to revamp this group and define what it meant to be a member; expanding membership.
- b. Reviewed board materials and discussed committee roles
  - i. Reviewed the draft of the Northside Greenway Council- Quick Reference Guide.
  - ii. Suggested the name change to Northside Greenway Council should be more definite in the bylaws reviewing the Quick Reference Guide.
    - North Minneapolis Greenway Outreach Steering Committee; North Minneapolis Greenway Council; **Northside Greenway Council**, decided upon the board changing the name at any time, but for now the name should be descriptive, yet short enough to remember.
  - iii. We're working on getting a group of people together in February 2015 as elected board members to formally adopt the Bylaws.
  - iv. Group took a few minutes to look at the quick reference guide, and then gave insights on what we would like to share with perspective committee members.
  - v. Suggested board member responsibilities
    - 9-17 members could change to minimum of 9 and leave the top end open.
    - We want to limit having too many board members because the council could become unwieldy
    - Will board members be required serve on the subcommittees? No. Some may take on the responsibility of being involved, and some may have prior commitments which make involvement limited to just board responsibilities.
    - More defined specifics of what board member involvement would look like are needed
    - What are the criteria of the board members (Voting members) to be a part of the Northside Greenway Council?
- c. Sarah Stewart led discussion on whom to invite to be board members. (see attachment brainstorm). The goal of the brainstorm was to generate a list of people to invite to the February meeting and to identify who would contact each person on the list. We are hoping to reach people and invite them by January 14 Anthony developed an invitation template (see attachment) be used and edited as you see fit for inviting outside

community organizations. Membership brainstorm list exercise: adding potential invitees and identifying who will contact them, and identifying who will be a voting vs. a nonvoting member (Discussion:

- Discussion about condensing the list based on the rootedness of the representatives' community involvement on the Northside of Minneapolis. We need to formalize the structure of the group to make sure the Northside Greenway Council is ultimately resident led. The goal is to have a group that is autonomously leading the next round of engagement. Who do we need in this group to make sure engagement goals are met?
- Should the Northside Greenway Advocacy Council be invited sit on the board? Yes.
- Businesses: WBBC, Camden Business Association, Lowry Ave Business Association
- We need to talk to the people who are going to be using the greenway.
- What is the Greenways council relationship to the park board?
  - The park board has been involved in the technical aspect but not involved in the Greenway committee.
  - The City of Minneapolis can reach out to someone at the park board serving on the Technical Advisory committee.
  - Considering the Minneapolis Association of Realtors when it comes to outreach they are a resource about people who are moving in and out of the area.
  - Businesses along Humboldt
  - West Broadway Business Coalition.
  - Youth Groups and Community Organizations.
  - Asking a number of the grantees that participated in the first round of engagement.
- Sarah Stewart read an email from Jim Skoog suggesting we should start to have a representative from each neighborhood, instead of having people from neighborhood organizations.
  - i. How do you go about putting what neighborhood resident or representation or criteria will be involved?
  - ii. The concern is valid, but the representative that comes to the meetings should be viewed as a resident and have affiliation with neighborhood associations.
  - iii. Agreeable by most of the members at today's meeting.
- d. Sarah Stewart led discussion post counting the organizations from the Membership Brainstorm list, and there would be about **38 representatives** to be invited from each community organization.
- e. Sam Rockwell Pointed out that having a large membership may make it difficult to achieve a quorum – the quorum rules may need to be adjusted to reflect this. Ebony

pointed out that having a big list may not be a bad thing due to the fact that some groups will say no to membership.

- f. The group ran out of time to complete the membership outreach brainstorm. Sarah will put the membership outreach table on google docs; members will access google docs to sign up for the remaining groups to reach out to.

**V. Closing/Evaluations/Next Steps**

- a. We are looking at the beginning of next week **1/12/15** to start sending out invitations. Please use the Northside Greenway Council email invitation template. Please feel free to edit it as you see fit.
- b. Ebony Adedayo concluded the meeting with one word evaluations. Member responses were as follows in no particular order, some repeated more than once:
  - Fine. Useful. Good. Fired-up. Progress. Productive. Informative. Informational. Coordinated
- c. Choose time and preferred locations for the February meeting
  - i. **6:30 p.m. is the proposed time and preferred location is (TBD) for the February meeting on 1<sup>st</sup> Monday of the month Feb 2<sup>nd</sup>, 2015.**

## Meeting Notes

### N Mpls Greenway Outreach Subcommittee

12/8/14

**Attendees:** Ebony Adedayo, Laura Kling, Sarah Stewart, Anthony Johnson, Debra Stone

#### I. Review of outreach plan:

- Reviewed the outreach plan (see separate document)
- Overall, people liked the goals
- Like that *Engaging All* is its own goal, even though this will also be incorporated into all the other goals. It's good to call this out separately.
- Think about moving south through summer (July/Aug) – intense spring into the summer
- Grants – extend into the summer (beyond the end of June); it's hard to get people engaged when the weather is bad in the spring.
- Should outreach activities be focused on/lead up to the pilot?
  - Would be motivating, very visible, very educational
  - Last year, we did outreach in prep for open streets. If we focus on that, do we make funded partners focus on that? Makes sense in some areas – like deeper dives, people who want to see this project move forward.
  - Pilot could be a good opportunity for doing different outreach that didn't reach those people. Could be an opportunity to do something different, like a block party. Lowry open streets will likely be in Sept., so this is another opportunity for outreach
  - Institutions in southern half – Heritage Park YMCA (senior involvement), Harrison Neighborhood Association, Heritage Park Neighborhood. Bring those institutions and people associated with those institutions involved in that pop-up; they are already well connected in the neighborhoods.
  - Tactic vs. message – the pilot is a tactic to get people engaged, but the message is about broad engagement.
  - Don't make the pilot the only tactic. It's an event among other events (small scale, community specific).
- How is the board involved in decision-making about this? The board will likely review it, approve it. But we haven't firmed up the structure. Will a board have to approve things we've decided in the past? They will likely be more interested and involved in high level direction piece.
  - Need to have some education about board governance for new board members – some orientation will need to happen.

#### II. Trusted Advocate Model

- District Councils Collaborative partnered with Metro Transit to figure out how people would use the bus with the Green Line. Hired people who were trusted in the community do outreach, e.g., at bus stops. Really successful model. As we want to do deeper dives of engagement – e.g., blocks where not as many people who have participated, for people who said they really like this, what do they support? Talking about house parties or gatherings so we're not doing surveying again. Could we hire people who have known, trusted relationships within the

neighborhoods to do those deeper dives of engagement? Stipending them could be one funding strategy.

### III. Funding strategy:

- Ebony proposed three tiers of funding:
  - Trusted Advocate Model for deeper dives – maybe split up in the 4 neighborhoods? Go out and meet with people, host a listening session, etc. Give them a lot of autonomy. Maybe contracted through the neighborhoods? But don't want to dictate the work of another organization.
  - Continue to support orgs within neighborhoods who have already been involved in the project
  - Exploring the route further south of Plymouth
- Requirements for a trusted advocate – live in community, well-connected to people in the community; willing and interested in this outreach
- How to do this in conjunction with the youth? Empower youth more than telling them what to do. Use youth groups that already exist. They often do work projects. YCB is interested in working with us; infrastructure for the youth is already in place. Trusted advocate model – leverage the existing relationships and connections that people have.
- Reaching youth: TCYC – Oliver and Penn, an alternative high school centered around the arts. – Would be good to engage some sort of art activity. Ask them to design infographics? this. Also think about the YMCA, Boys and Girls Club.
- How could art be part of the pilot, adding vibrancy? Paint the Pavement? Maybe doing a walk. Juxtaposition Arts – could provide some creative energy around this project.
- Suggested funding timeline: Money out the door by May 1, application out the door Feb 15, apps due March 15, review between March 19-22, announcement by 24, ~ 1 month to get contracts out the door. Contracts would be from May – Sept.
- Would then have a final round of granting between winter and spring 2015-2016 – might be \$ to formalize the coalition.

### IV. Next Steps/Follow-up:

- Next meeting –finish articulating outreach goals, funding application/process. **Work on outreach plan objectives online between now and the next meeting.**
- Communications – continue to wrap it into outreach, break off as necessary.
- Messaging about what we're looking for in a board member – drafting this.
  - **Anthony will create first draft of message to recruit new members to the steering committee;** will circulate for feedback. Develop it as an email format, and as talking points for calling folks. Include: Who we are, what are we asking you to do, why we are asking you to do this, where and when will the work happen.
  - Need to articulate how long the committee will last. In bylaws, it says terms are two years, with multiple terms allowed. There is 1.5 years left in funding. **We should discuss this at the next steering committee meeting.**

- Maps from Wilder showing race data from the Census – will be helpful for outreach planning. Also in the application – ask people if they have connections in specific blocks. As a metric for outreach – within x% of population - create segments to set our objectives. Think about how to segment the blocks – by neighborhood? Or by low response rates? Sarah will reach out to Wilder to get data on Hispanic/Latino residents; ask some clarifying questions about what the data represents and how to best use it.

## Greenway Outreach Plan Draft, 12/8/14

Goals	Objectives	Target Audience(s)	Tactics/strategies	Timeline
<p><b>Educate:</b> Share back data and information we've compiled; help people understand what a greenway would be like</p>	<ul style="list-style-type: none"> <li>For a temporary pilot: move forward on blocks where we see 70% support</li> </ul>	<p>N'hood orgs, residents on the route, northside residents, council members</p>	<ul style="list-style-type: none"> <li>Community meeting(s)</li> <li>Piloting a greenway via temporary construction (2-4 block stretch where residents are supportive of trying it out)</li> <li>Mailing letters to everyone on or within a certain range of the route</li> </ul>	<ul style="list-style-type: none"> <li>Jan-Feb</li> <li>Summer 2014</li> </ul>
<p><b>Engage all:</b> Ensure ALL groups in north Minneapolis are thoroughly engaged (race/ethnicity, age, location)</p>	<ul style="list-style-type: none"> <li>Racial/ethnic groups are represented within 3% of their actual population proportions</li> <li>X% of households on greenway route blocks are engaged</li> </ul>	<p>Underrepresented groups: African Americans, youth, elderly, people with disabilities? Outreach to neighborhoods bordering the route?</p>	<ul style="list-style-type: none"> <li>Identify existing gaps; target groups that are underrepresented - consider trusted advocate model</li> <li>Ensure that some microgrant funding addresses these gaps</li> </ul>	<ul style="list-style-type: none"> <li>Feb-June</li> </ul>
<p><b>Move south:</b> Engage residents living south of Plymouth Ave to explore a southern greenway connection</p>		<p>Near North south of Plymouth, Heritage Park, Harrison</p>	<ul style="list-style-type: none"> <li>Implement high-level engagement similar to previous efforts (meetings, door-knocking, surveys)</li> </ul>	<ul style="list-style-type: none"> <li>Spring to Aug.</li> </ul>
<p><b>Deepen our understanding:</b> Get a deeper understanding of people's opinions about the greenway, with a focus on people living on and near the route</p>		<p>Neighbors living on the proposed route north of Plymouth; prioritize them?</p>	<ul style="list-style-type: none"> <li>Develop a funding strategy to conduct outreach with other groups, funding neighborhood organizations; consider trusted advocate model</li> <li>Hold small group/block level meetings with residents and ask residents why they do/don't support it and how concerns could be addressed; what greenway design they prefer</li> <li>Pilot a greenway (see Goal 1)</li> </ul>	<ul style="list-style-type: none"> <li>Feb-June; pilot in summer 2014</li> </ul>

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<p><b>Broaden our base:</b> Involve a more diverse group of residents in developing and implementing the engagement work</p>			<ul style="list-style-type: none"> <li>• Loop in members of the North Minneapolis Bicycle Advisory Council</li> <li>• Identify constituencies that should be represented on the committee and invite them to the table (one-on-ones, etc.)</li> <li>• Change committee structure in order to increase participation</li> </ul>	<ul style="list-style-type: none"> <li>• Now</li> <li>• January</li> <li>• Jan (unofficial); Feb-Mar (official)</li> </ul>
<p><b>Finalize route north of Plymouth:</b> Choose a route for a greenway( if it's built) so we can focus outreach and planning efforts</p>		<p>NRRC, JACC, WCNO, FNA; residents in those neighborhoods</p>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Winter-Spring 2014?</li> </ul>

## **Northside Greenway Council email invitation template**

Dear [Name]: \_\_\_\_\_

Over the past [amount of time] I have been working on the North Minneapolis Greenway project on a community steering committee. The committee is currently working to reorganize into the Northside Greenway Council, which will be a more formal organization leading engagement and outreach work for this project. We are working to recruit new members to this committee, you have been recommended as a possible member. I am emailing to see if you are interested in serving on the committee.

As you consider this opportunity, please review the attached quick reference guide about the committee. As you will see, we are expecting the board to be an active one. Right now, we anticipate that the committee will continue to meet monthly on the first Monday of the month at 6:30 PM at [location TBD]. There will also be an opportunity to participate in one or more of the sub committees (Communications, Outreach and Engagement, and Technical).

The next couple of years promise to be exciting ones for the Northside Greenway Council. The Council envisions a greenway planning process in which north Minneapolis residents are fully engaged and project decisions are driven by Northside residents' needs. The members of the council will play a central role in this important work by striving towards community leadership, representing residents' opinions in the planning process, and staying committed to being clear and open about the engagement process and results. Because of your experience and involvement in the Northside community, we feel you are well qualified to be nominated for a board position. *[Add relevant details here]*

Together, we will continue the momentum of the successful outreach and engagement work completed over the last year, where more than 2,000 people weighed in on the project. The second attachment to this email summarizes some of the results of the outreach work completed this year. Since its outreach and community engagement results in 2011, the Northside Greenway Council has been working through partnerships to actively engage Northside residents and community groups in the greenway project.

We invite you to become a part of this unique, innovative, and evolving project. Please let me know if you are able to come to our next meeting on Monday, February 2 at 6:30 PM at [location TBD].

If you have any questions, please contact me at \_\_\_\_\_. For more information about the greenway project, you can visit the project website at [www.minneapolismn.gov/health/living/northminneapolisgreenway](http://www.minneapolismn.gov/health/living/northminneapolisgreenway).

Sincerely,

[Name]

**Northside Greenway Council membership brainstorm (V=voting member, NV=nonvoting member)**

Sector	Organization	Who to invite	Who will reach out to them
Neighborhood organization	Harrison Neighborhood Association (V)	Michael McDowell (also notify Shauen)	Alexis Pennie
Neighborhood organization	Northside Residents Redevelopment Council (V)	Victor or Alicia	Alexis
Neighborhood organization	Jordan Area Community Council (V)	Faith Xiong or Jeff Skrenes – reach out to Cathy	Ebony
Neighborhood organization	Folwell Neighborhood Association (V)	Alexis (or Donald)	Alexis – n/a
Neighborhood organization	Webber-Camden Neighborhood Organization (V)	Tina Whittaker, talk to Jim Skoog	Sarah will connect with Jim, Laura will connect with Tina
Neighborhood organization	Heritage Park Neighborhood Organization (V)	Terra Cole or Dorcalynn (sp.?)	Sarah
Northside service organization	Camden Lions Club (V)	Jim Skoog	Will
Health organization	NorthPoint Health and Wellness (V)	Stella Whittney-West	Louis
Food/social justice organization	Appetite for Change (V)	Michelle Horowitz	Sarah S
Greenway advocacy group	Twin Cities Greenways (NV)	Matthew Hendricks	n/a
Bicycle-related organization	Minneapolis Bicycle Coalition (NV)	Laura	n/a
Bicycle-related organization/ culturally-based organization	Major Taylor Bicycling Club (V)	Debra Stone	n/a
Bicycle-related organization	Venture North Bike Walk & Coffee/RCFL (V)	Casey Pavek	Will
Culturally-based organization	Minneapolis Urban League (V)	Mitchell Davis	Sarah
Culturally-based organization	Hmong American Mutual Assistance Association (V)	TBD	David Kang
City Council	Ward 4 council office representative (V)	Barb Johnson	Sarah

City Council	Ward 5 council office representative (V)	Blong Yang	Sarah
City department	Minneapolis Public Works Department (NV)	Bill Fellows	n/a
City department	Minneapolis Health Department (NV)	Sarah Stewart	n/a
Social justice organization	Alliance for Metropolitan Stability (NV)	Ebony Adedayo and Russ Adams	n/a
Parks organization	Minneapolis Park and Recreation Board (NV)	Jennifer Ringold	Sarah
Health organization/funder	Center for Prevention at Blue Cross and Blue Shield of Minnesota (NV)	Sam Rockwell	n/a
Northside bicycle organization	North Minneapolis Bicycle Advisory Council (V)	TBD	Laura
Business org	Camden Business Association (V)		
Business org	West Broadway Business Coalition (V)	Erin Jerabek	
Business org	Lowry Avenue Business Association (V)		
Realtor Org	Minneapolis Association of Realtors (NV)		
Youth organization	Youth Coordinating Board (V)	Ramiro Vasquez (works with Mpls Youth Congress' Transportation Subcommittee)	Sarah/Anthony
Youth organization	YMCA on Broadway (V)		
Youth organization	Jerry Gamble Boys & Girls Club (V)		
Youth organization	PYC (V)		
Youth/arts organization	Juxtaposition Arts (V)		
School	Hmong International Academy (V)		
Culturally-based organization	Lao Assistance Center (V)		

Food/growing organization	Project Sweetie Pie (V)		
Community/social service organization	Camden Neighborhood Center (V)	Lisa Dunlap	Ebony
Culturally-based media and arts organization	Asian Media Access (V)	Angie or Mai Lee	Catherine
---	At large member?		
---	At large member?		

Groups meeting about the new Webber Library