

Application

Funds your organization is applying for

Check all that apply.

- Citywide Neighborhood Network Fund (CNNF)
- Equitable Engagement Fund (EEF)

Date of board review and approval

10/30/2022

About your organization

Organization name: Linden Hills
Neighborhood Council

Address: PO Box 24049, Minneapolis, MN
55424

Website URL: www.lindenhills.org

Primary social media link:
<https://www.facebook.com/groups/1200882>

58007502

Main organization email:
info@lindenhills.org

Federal EIN: 41-1805319

Full time employees: Click or tap here to
enter text.

Contact information

**Primary contact for this
application**

Name: Becky Allen

Phone: 612-926-2906

Email:
info@lindenhills.org

**Board Chair/President
contact**

Name: Judy Hornbacher

Phone: 612-669-4083

Email:
Judyhornbacher25@gmail.com

com

Staff contact

Name: Becky Allen

Phone: 612-926-2906

Email:
info@lindenhills.org

Your organization

1. What geographic neighborhood(s) are represented in the application? Is this different from your organization's last application?
Linden Hills neighborhood, same as last application.
2. How is your organization's leadership representative of the demographics in your neighborhood(s)? What efforts is your neighborhood organization undertaking to have more representative leadership?

The Linden Hills population is just under 8,000 with about a 50/50 split by gender. Our current board consists of 12 members; 7 who identify as female and 5 who identify as male. It is made up of 8% renters, while renters make up 30% of our community; and we have one BIPOC board member (8%), while they make up 10% of our community. (We are about to seat a new board November 1, 2022, after October elections. We have not collected demographic information from that group yet.) We want to increase the numbers of renter and BIPOC members on the

board, on our committees and at our events. To that end, Equity Committee developed a board recruitment plan in accordance with our Equity Vision as follows:

Vision states: *Recognize diversity and equity as core values that drive decision-making, resource allocation, and the development of all policies and practices within the neighborhood council and greater community.*

Strategy: Recruit more racially, socio-economically diverse board and committee members

- Goal: Kick off at Farmers Market - August 21
- Goal: Recruit earlier with postings throughout neighborhood (Communications: September Line, Aug/Sept E-news, social media)
- Goal: Look into stipend for 1-2 positions
- Goal: Make sure meeting schedules respect all holidays
- Goal: Pop ups at Apartment Building (Goal: 2 before October 4) - We executed one before October 4, but also tabled at the Farmers Market 2 more times after August 21

Outreach and engagement

3. Please provide a narrative about your organization's current programming and how well it equitably reflects the interests of all community members in your neighborhood(s). Projects and programs LHiNC and/or LHiNC Committees arise in several ways: 1) committee discussion and planning, 2) community request or need, 3) partnership opportunity or 4) funding opportunity. The community can weigh in on these projects by attending a board meeting, committee meeting or by responding to news articles and social media postings that often accompany projects and programs like these. We also ask for community feedback on programs or projects via our newsletters, website and social media. If through these mediums, we hear a lot of interest in any topic or issue, we typically use our board and/or committee meetings to invite stakeholders and have discussions. In the past year, we have held such meetings regarding the Metro Transit E-line, parking issues in our business district, large development projects and potential bike lanes on France Avenue.

The board developed an Equity Audit, which it uses when making board and committee decisions. The board also asks people or organizations to answer these questions, if they are requesting council support or partnership. The Equity Audit Questions are:

1. How will this project improve the racial and socioeconomic equity in the neighborhood and/or city?
2. Who benefits from this project?
3. Who will be burdened by this project?

Also, LHiNC's Equity Committee has now evolved into an Equity Advisory Committee that will be composed of board members from each of our standing committees and will meet bi-annually to assess if/how the board and committees are meeting our equity goals and to set new goals for the board as we move forward.

Below is an annual summary of projects by committee:

Community Engagement

- Partnered with St. John's Episcopal Church and League of Women Voters to organize a Ward 13 Candidates Forum.
- Partnered with other southwest neighborhood organizations to host forums for park board candidates and ballot issues.
- Worked with Metro Transit to gather public feedback on the new Metro E line; hosted several community engagement meetings between Metro Transit and businesses and residents.
- Launched a business subcommittee to provide a new way to hear from local businesses and discover if and how LHiNC can better support these important members of our community.
- Launched a Playground Advisory Committee to guide future plans for the playground at Linden Hills Park; organized an equity fundraiser that will split funds raised 50/50 with another neighborhood playground (Hall Park in Near North) in need of additional resources.
- Launched an online volunteer portal to match volunteers and non-profits.
- Hosted LHiNC booth at several Linden Hills Farmers Markets.
- Partnered with Art Shanty Projects as sponsor and participant in Art Shanty Projects event on Lake Harriet.
- Partnered with MPRB to sponsor and organize the Annual Lake Harriet Kite Festival.
- Increased engagement with Block Captains, including quarterly email outreach and National Night Out Goodie Bags for block captains from LHiNC.

Environment and Sustainability

- Creating a Naturescape of native plants and pollinators on the Trolley Path.
- Stewardship of William Berry Woods, including invasive species pulls.
- Planning a tree planting campaign aligned with the Hendry Fund.
- Partnered with several southwest neighborhood organizations to organize a free Tech Dump for residents.

Equity

- Organized a winter coat drive with Camden Collective in North Minneapolis, with more than 200 total coats donated in 2021. Plans for a 2022 coat drive are forthcoming.
- Further partnered with Camden Collective to send volunteers from our neighborhood every second Saturday of the month to participate in their Community Food Share in North Minneapolis and distribute food to families.
- Partnered with St. Thomas the Apostle to organize a holiday food and toy drive and an April pop-up food drive benefiting Waite House in South Minneapolis.

Finance

- Neighborhood Grants Program - Every fall and spring, LHiNC awards grants of up to \$1,000 to people, projects and programs that make Linden Hills a better place to live and work. This year, LHiNC awarded \$1,000 to the following organizations:
 - Lake Harriet Community Schools for books that address diversity. On the recommendation of the board, LHiNC awarded an additional \$1,000 for books for Lake Harriet's sister school Nellie Stone Johnson School.

- Linden Hills Chamber Orchestra to increase the accessibility of LHCO membership and concerts, including orchestra member scholarships and music for bandshell concerts.
 - Minneapolis Pops Orchestra to support its 2022 Summer Concert Season at Lake Harriet Bandshell.
 - Overdressed Duo to support *Opera Under the Stars*, an event at Linden Hills Park to introduce more people to opera in a welcoming and inclusive way.
 - New Gild Jewelers to support 2022 Wine and Stroll, a June 23 event designed to get people out on foot in the business district in a fun atmosphere.
- Eric Peterson Scholarship Program - Every spring, LHiNC awards \$1,000 scholarships to two Southwest High School graduating seniors who show dedication to community service. This year's winners were:
 - **Alex Ekstrand** - chosen for her contribution to supporting diversity and inclusion at Southwest by starting the school's Neurodiversity Club and volunteering at a local food shelf and thrift store.
 - **Jozie Rutton** - chosen for her leadership and dedication to the community of Southwest through her involvement in the student mentoring program, student council and creation of a student-led newsletter.

Events

- Neighborhood Garage Sale - The board organized the return of this neighborhood tradition in May 2022 after a two-year hiatus. 40 households participated in this year's sale.
- Fall Festival - The board organized its annual neighborhood festival on Saturday, September 18 from 12:00 - 8:00 p.m at Linden Hills Park. The all-day event included live music, food, a beer garden, inflatables and fun games and activities for kids and adults alike. We offered civic and non-profit groups free tables. Between 1,500 - 2,000 people attended.
- Annual Meeting - The board organized its annual meeting on October 11, 2022, held in-person at Linden Hills Recreation Center and online (i.e. hybrid). LHiNC honored neighbors who go above and beyond, provided an overview of LHiNC's current projects and how residents could get involved, introduced the community to the 2022 LHiNC Board Candidates, and kicked off a week-long online election.

Zoning and Housing

- Reviewed planned projects requiring variances in the neighborhood.
 - Hosted several meetings between developers of larger projects and affected residents.
 - Hosted a *How to Build Green Forum* featuring a panel of local architects, builders and "green thinkers" to discuss ways to make your next home project more sustainable, environmentally conscious and equitable.
 - Planning an interactive presentation by Dr. Kirsten Delegard of Mapping Prejudice to discuss the history of racial covenants in Minneapolis and, particularly in Linden Hills, to explore the complex history of discriminatory housing policies and their contemporary legacies.
4. How are historically underrepresented and under-engaged community members able to influence decisions made about programming, projects and resource allocation in the

community outside of board membership?

As stated above, projects and programs LHiNC and/or LHiNC Committees arise in several ways: 1) committee discussion and planning, 2) community request or need, 3) partnership opportunity or 4) funding opportunity. The community can weigh in on these projects by attending a board meeting, committee meeting or by responding to news articles and social media postings that often accompany projects and programs like these. We also ask for community feedback on programs or projects via our newsletters, website and social media.

As outlined in our last Equitable Engagement Plan, LHiNC hoped to improve the ability of underrepresented and under-engaged community residents to influence decisions in the following ways:

- **Improving communication to residents**, so they feel more connected to their community and have a better understanding of what LHiNC does and how they can engage with us. We defined this as more of a one-way engagement process - LHiNC pushing information out to residents. We worked towards this by: reinstating LHiNC's print newsletter and utilizing EDDM to reach every household, mailing at least one postcard annually to advertise the annual meeting, and increasing number of e-news subscribers and Facebook and Instagram followers.
 - **Increasing outreach events and programs**, so residents have an opportunity to engage with LHiNC, and LHiNC has the opportunity to hear from residents. We defined this as two-way engagement opportunities that might be one-time events or a planned engagement program. These outreach events and programs included: the annual meeting, fall festival, tabling at the farmers market and other local events, LHiNC-organized civic forums and educational events, and designing and distributing a Community Survey.
 - **Pursuing partnerships with organizations and businesses both inside and outside Linden Hills** to better understand the needs and concerns of groups both within our neighborhood and within our greater community of Minneapolis and discover if and how we can provide support. We defined this as two-way engagement, focused on relationship-building with businesses, schools and nonprofits that may lead to events, projects or programs. LHiNC created a Business Subcommittee to be able to better understand the needs of our independent business owners. We also developed a partnership with the North Minneapolis nonprofit Camden Collective and work with them on a coat event, as well as monthly Community Food Shares.
5. What outreach strategies worked well from your neighborhood organization's 2022 engagement plan? What didn't work well?
- LHiNC's outreach strategy to better engage block leaders worked well. Last summer, we reached out via e-newsletter, social media and through our Crime Prevention Specialist, asking them to provide LHiNC with their contact information so we could send them quarterly updates and a National Night Out goodie bag for their block. We now have a list of 120+ block leaders. We send quarterly updates via email and for two years in a row have distributed more than 40 goodie bags around the neighborhood with giveaways for kids and LHiNC info for neighbors.

Other successes include:

- Increased number of e-news subscribers - **Goal: 20%, Actual: 19.6% (+256, Total: 1560)**
- Increased number of Facebook and Instagram followers
 - **FB goal: 3,000, FB Actual:2909**
 - **Instagram goal: 800, Actual: 1046**
- Created Community Calendar
- Created and Distributed Community Survey: 289 responses

A part of our engagement plan that did not work as well was the creation of our volunteer portal. After hearing from many residents interested in volunteering and local organizations that expressed a need for volunteers, LHiNC decided to create a volunteer portal to match these two groups. We launched it in late spring but it never caught on. We are evaluating now to understand why. We didn't have the bandwidth at the time to promote it as much as we should have and are also realizing that we don't have the bandwidth now and into the future to maintain and grow it as much as we would like.

6. How will your engagement plan change in 2023-2024?

LHiNC's Community Engagement Committee evaluated its work over the past year and then used that evaluation to set strategic priorities for 2023-2024. They are organized under Communications, Outreach, Partnership and Equity priorities.

Communications Priorities 2023-2024

- Increase Reach
 - Increase number of e-news subscribers - **Goal: 20%**
 - Promote on social media: 2x month
 - Increase number of Facebook and Instagram followers (**by 20%**)
 - Special initiatives to increase social media participation: **Goal: 4 campaigns**, such as #BandshellArt; Shop Local posts, ongoing posts about local events and business openings/closing
 - Share content through SW Connector and SW Voices - **Goal: Quarterly**
 - Welcome Flyers
 - for Homeowners - **Goal: Quarterly**
 - For renters - see outreach plan
 - Promo Postcard - Annual Meeting/Elections

Outreach Priorities 2023-24

- Renter Outreach
 - Work with area realtors/management companies to distribute welcome flyers
 - Apartment Pop-ups
 - Renter-focused newsletter articles - **Goal: Quarterly**
- Block Captain Engagement
 - Quarterly Emails
 - National Night Out engagement
- Events

- Tabling - **Goal: 4** ; Farmers Market (3), Woofstock
- Civic Forums/Speakers (see equity plan)
- LHiNC Events
 - Build Civic groups into LHiNC events (tabling)
 - Invite LH orgs/businesses to table at LHiNC events

Partnership Priorities 2023-24

- LH partner events or projects - **Goal: participate in 4 events/year** (Farmers Market, Woofstock, Art Shanty, Kite Festival)
- Collaborations with non-LH groups/orgs - **Goal: 4/year**
 - One in-depth partnership: Camden Collective (nonprofit serving North Minneapolis)
 - School Supply, Coat and Food/Toy Drive
- Continue Partnership with Linden Hills History Study Group
- Continue Partnership with business community via Business Subcommittee - **Goal: Quarterly**

Equity Goals 2023-24

LHiNC organized these goals underneath each of the three tenets of LHiNC's Equity Vision:

1. Recognize diversity and equity as core values that drive decision-making, resource allocation, and the development of all policies and practices within the neighborhood council and greater community. (**Internal - LHiNC**)
 - a. Update Audit Questions and Develop system to track use
 - b. Continue internal education
 - c. Appoint one Equity member on each committee
 - d. Recruit more racially, socio-economically diverse board and committee members

2. Collaborate internally and externally to support the needs of Linden Hills residents and the greater Minneapolis community in which we live and work. (**Internal - community, External**)
 - a. Partner with Neighborhood Orgs on equity-focused events
 - b. Partner with external CBOs
 - c. Continue to organize Food, Coat, School Supply Drives
 - d. Provide Community with more volunteer opportunities - promote, organize, and/or manage this process

3. Act based on historical knowledge and racial and socioeconomic awareness to dismantle patterns of racism and injustice in our community. (**Internal-LHiNC, Internal-community, External**)
 - a. Provide Educational Equity Events for the community - Speakers, forums, training, field trips, discussion group (see more below)
 - b. Use Media to Promote Equity Events and Promote Diverse Voices: E-news - Monthly section, Social Media - promote diverse voices (FB, Insta, YouTube)

For Equity Educational Events, LHiNC developed a short-term and long-term timeline:

Strategy: Host Educational Equity Events for the community - Speakers, forums, training, field trips, discussion group

- Goal: Build a curriculum to guide topics, speakers and locations (Long-term)
- Goal: Quarterly Field Trips (Board members asked to attend at least 1) (Short-term)
- Goal: Quarterly Speaker/Forum Events (Short-term)
- Goal: Monthly Volunteer Event w/ Camden Collective (Short-term)

LHiNC also decided to bring in an equity consultant to help us evaluate where we are and where we go from here.

- Goal: Work with consultant to develop equity survey, two-year action plan and curriculum to guide our future equity events (**long-term**)

Program budget

Please indicate how your requested funds will be used in the provided template.

Budget items	2023	2024
Neighborhood Network Fund		
Staff expenses	5577	5577
Employee benefits		
Professional services: Accountant	3000	3000
Occupancy		
General liability insurance	581	581
Directors and officers insurance	842	842
Translation, interpretation, accessibility support		
Supplies and materials		
Meetings and community building events		
Development		
Fundraising		
Other (describe):		
Transfer to Equitable Engagement Fund		
Subtotal	10,000	10,000
Equitable Engagement Fund		
Staffing	1,052	1,052
Engagement/outreach (specify): Communications	3,000	3,000
Project expenses (specify):		
Other expenses (specify):		
Subtotal	4052	4052
Grand total	14,052	14,052

Budget narrative

Provide any information needed to explain your program budget, if applicable.

Communications Breakdown for EEF

Welcome Flyer for Renters	100
Survey Monkey Subscription - half the cost	150
Event booths and literature (Tabling)	750
LH Line (1.25 issues)	2000

Required documents checklist

Submit all required documents as attachments to your application by email to neighborhoods2020@minneapolismn.gov.

Please review the required document checklist below.

- 2023-2024 engagement plan.
- Board member list (including contact information).
- Most recent organizational budget including all income sources and expenses. **If your most recent budget is not for 2023, please submit the 2023 budget once your board approves it. LHiNC's attached budget is for 2022; we will provide 2023, when board approves in January.*
- Proof of directors and officers insurance.
- Proof of general liability insurance (listing the City of Minneapolis as an additional insured, \$2 million aggregate).

Information to be acknowledged

The following items do not need to be submitted, but are either requirements or best practices for nonprofits. Check the boxes below to affirm that your organization complies with the following:

- Bylaws available on website.
- Financial reports on website.
- Board minutes on website.
- Grievance procedure on website.
- MN Secretary of State registration completed.
- Internal Revenue Service Form 990 up-to-date.
- Attorney General Office registration.
- Contact information for board members and staff on website.

Appendix A: Resources

1. Click this link for all [Neighborhoods 2020 program guidelines](#) and the engagement plan template.
2. The [City of Minneapolis Strategic and Racial Equity Action Plan](#) (SREAP) identifies a set of operational and policy priorities that the City commits to significantly and sustainably improve through 2022.
3. The [Minneapolis 2040: City Comprehensive Plan](#) is a set of interconnected policy ideas that the community has lifted up over the past two years for the City to pursue.
4. The [City of Minneapolis Blueprint for Equitable Engagement](#) is a five-year plan for an innovative and equitable community engagement system.
5. [City of Durham, NC community engagement plan](#). Pay special attention to the [Key Components for Equitable Community Engagement section on page 5](#).
6. [Tools to Engage](#) is an interactive, multi-level search portal that connects people and organizations to the best tools, research, and resources from across the social sector.
7. The [Minnesota Council of Nonprofits](#) (MCN) is the largest statewide membership association of nonprofits in the U.S. MCN informs, promotes, connects and strengthens individual nonprofits and the nonprofit sector.
8. [Minnesota Compass](#): At-a-glance facts about residents, households, and workforce. Data are largely derived from the U.S. Census Bureau.
9. The [asset mapping toolbox](#) presents research concepts, methods and tools for asset mapping for nonprofits.
10. The [Government Alliance on Race and Equity](#) is a national network of government working to achieve racial equity and advance opportunities for all.