

# Downtown Minneapolis Neighborhood Association Strategic Planning Meeting April 3<sup>rd</sup> – Open Book



**Board Members Present:** NICHOLAS CICHOWICZ – CHAIR  
CHAD DIDONATO – VICE CHAIR  
GERRY EWALD – TREASURER  
LAURIE JONES – DIRECTOR  
CLAUDIA KITTOCK – DIRECTOR  
CARLETTA SWEET – DIRECTOR  
JESSE WINKLER – VICE CHAIR  
PETER ZENNER – SECRETARY

**DMNA Staff:** Christie Rock

**Facilitator:** Carrie Day Aspinwall, Neighborhood Specialist  
Neighborhood & Community Relations

Chair Nicholas Cichowicz welcomed all Board Members to this Strategic Planning Session this evening.

6:00 – 6:15 Carrie opened with an Ice Breaker : State your Name and  
**Why you like living in Downtown Minneapolis**  
Members Present stated a number of reasons why they like living in  
Downtown Minneapolis

A review of our objectives and outcomes as listed below:

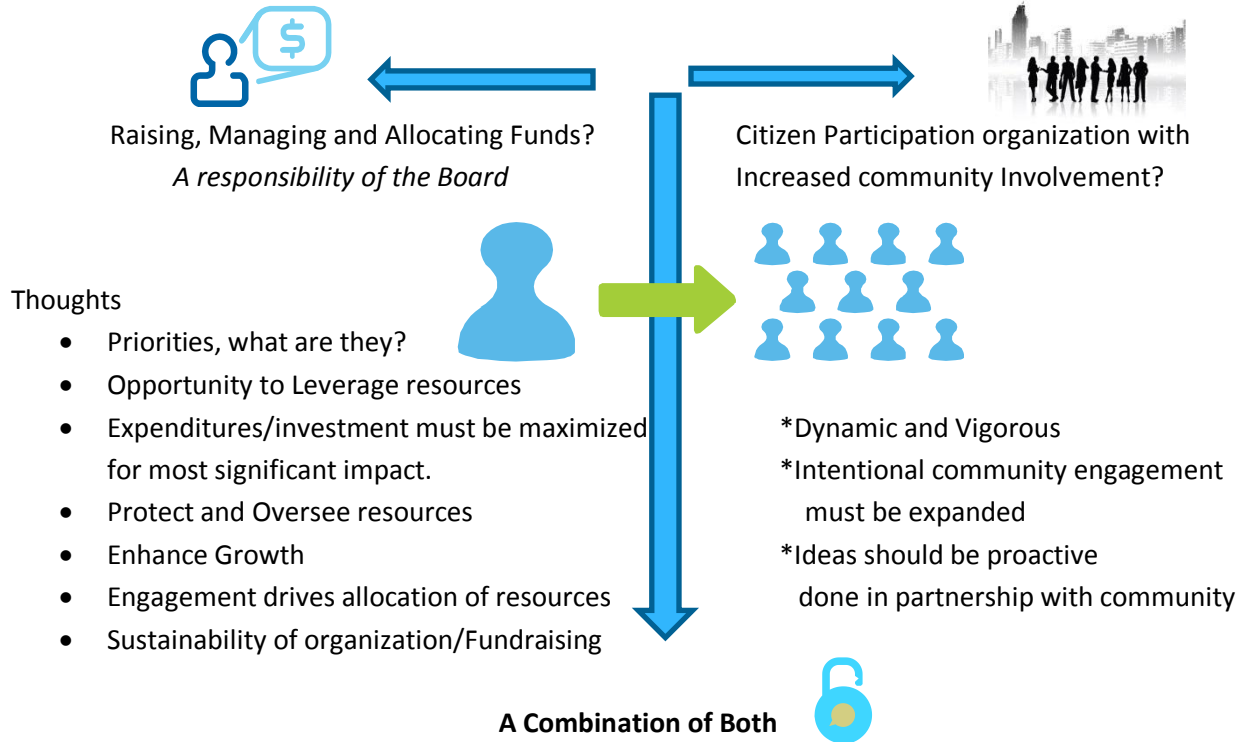
## **Objectives for the Meeting**

- Review and Discuss our Identity (High Level)
- Review our Funds and Discuss Priority on Spending
- Review and Discuss our Committees and their Structures
- Review Different Neighborhood Agendas and Create a DMNA Template Agenda
- Review and Discuss Pros and Cons to Meeting Location(s) Ideas
- Adjourn

## **Expectations and Expected Outcomes**

- We leave with a clear understanding of our goals/objectives and how we will achieve them.
- Everyone's opinions need to be heard and discussed to come out with the best outcome.
- We have a lot to cover and thus cannot get in the weeds on a lot of topics.
- Stay within the scheduled agenda times.
- Parking Lot for appropriate items.

### What type of organization do we want to be in the future?



**All Board members agreed that we must balance a combination of both**

- ⊕ There must be a balance of community engagement and oversight of the organization.
- ⊕ To feel success we need to be sensitive to the evolution of the organization and the change in the downtown demographics. i.e. increased resident population, increase in renter population and how the term renter is a changing dynamic, particularly downtown, vertical residences.
- ⊕ We must be more responsive then reactive
- ⊕ Increase public relations as well as increase the marketing of opportunities for community engagement



6:45 – 7:15


**Fund Allocation Plan**



Christie provided a high level description of funds and the allocation buckets.

Financial Statement shared/Handout

- ⊕ Review of funds available and strategy allocation to gain a clear understanding.
- ⊕ Reviewed and discussed if there are areas within each category we want to focus immediately or if we want to stay general and see what needs surface.
- ⊕ Discussion and consensus to: continue to receive funding requests through the transition and formalization of financial priorities.
- ⊕ Review and discuss our timeframe. *i.e. Do we want a two year plan with allocations/guidelines on how much we will spend each year? Agreed upon a 3 year plan at this time, to coincide with city funding cycle/s.*
- ⊕ Create a plan accordingly.

Category	Source of Funds NRP Community Participation Funds CPP	Minimum Allocation	Allocation available to “move” “reallocate”	Timeline	City Process
<b>Education</b>	NRP	All allocations will remain the same until such time that each Committee has reviewed strategies, support current allocation or make recommendation for modification  			Plan Modification Process through NCR.  Work with Christie to implement this process
<b>Housing/Community Development</b>	NRP 70% of total funds				
<b>Crime/Safety</b>	NRP				
<b>Downtown Development</b>	NRP				
<b>Community Engagement</b>	CPP				

Special Notes:

Strategic priorities and critical needs within each category currently: Homelessness – education

Utilize funds to create a strategic impact

Requests for partnership and funding will continue to be received and reviewed.

Staff and or Board Chair shall receive, review and forward to appropriate committee

Committee will review, discuss, align with current strategies/activities of NRP Phase II Plan

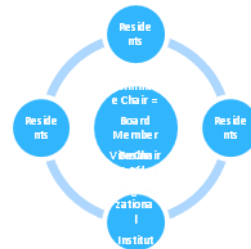
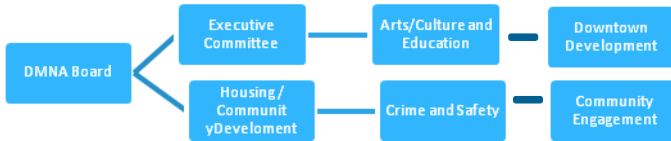
Committee will forward recommendation to full board for consideration and approval

- a. Review current committees and ensure they are in alignment with the funding categories and our funding plan.
- b. Discuss potential allocation of funds to each committee and how that should work.
- c. Discuss committee structure. (i.e. Chair is a DMNA Board member or Non-Member, Vice Chair, etc.)

Current Committees	Funding Categories tied to Committee	Allocation
Housing	70% NRP Funds	See Finance Statement / Handout for approved allocations
Arts and Culture/Education	NRP	
Crime and Safety	NRP	
Downtown Development	NRP	
Community Engagement	CPP	

**Organizational / Committee Structures**

**COMMUNICATION ALL LEVELS**

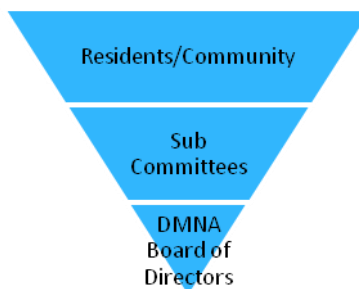


**Committee Structure**  
Engage, Feedback, Recommend

**Any DMNA Board Member/s and general members can participate in any of the DMNA Sub Committees**

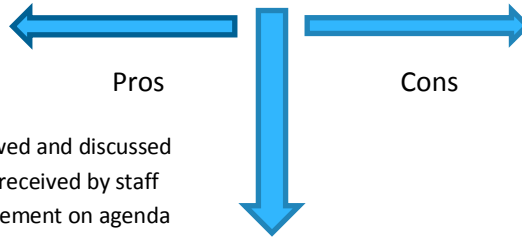
ARTICLE IV: GENERAL MEMBERSHIP

Any person of voting age living, working or owning a business or property in the area of downtown Minneapolis, as defined in Article III of these Bylaws, shall be eligible for general membership in DMNA, Inc. (also referred to herein as "the Association"). There shall be one class of members and no limit to the number of members. General membership shall be open to all interested persons who meet the eligibility criteria of this Article. General membership shall be determined by notification to the Board of Directors or by registering at any official meeting of the Association. General members shall register with the Vice Chairperson and will be considered general members for 12 months from the registration date. General members may be asked for proof of eligibility at time of registration. No person shall be denied general membership in the Association because of consideration of race, religious belief, color, gender, sexual preference, national origin, economic status or disability.



7:45 – 8:15

Meeting Agenda



- Each example agenda was reviewed and discussed
- Request to be on agenda will be received by staff  
And reviewed with Chair for placement on agenda
- Outside requests for funding will be reviewed by staff and forwarded to appropriate committee before placed on agenda
- All committees are of equal importance to a balance program and funding strategy
- Public Relations critical, and important to engagement and empowerment of residents
- Database must be increased, expanded communication– email – local newspaper partnerships – social media
- Each Sub-Committee, along with any requested presentations (i.e. community development) will be highlighted one month one hour prior to official board meeting
- Presentations of significant interest will be considered for presentation at the Official Board Meeting, but acknowledgement and support of appropriate sub-committee necessary.
- Board Members can attend, residents are strongly encouraged to attend
- This Agreed upon Agenda will be implemented in July/August

*Receive  
Review  
Recommend*

**Our Template will include:**

Topic	Time Certain	Action/ Outcome	Lead Staff / Board Member/s Or Committee Member	Note
Call to order / Introductions				
Consideration of Agenda				
Possible/potential Presentations				
Public Comment / Observations / Recommendations / Requests of DMNA				
Committee Reports:				
*Executive Committee Including Staff and Financial Reports				
*Housing/Community Development				
*Arts / Culture / Education				
*Crime and Safety				
*Downtown Development				
*Community Engagement				
Additional Business Old / New / Other				
Meeting Recap: Highlights of Meeting What did we learn				

8:15 – 8:45

Meeting Location

**Potential Meeting Location Options:**

Businesses within Neighborhood



Residential Location/Community Rooms as a Home Owner Association Partnership

- Bridgewater
- Humboldt Lofts
- Metropolitan Lofts
- North Star Lofts
- Park Avenue Lofts
- Stone Arch Lofts
- Washburn Lofts

- Carlyle
- Centre Village Condos
- City Heights Condos
- Crossings Condos

**[This list is not exhaustive or representative of the entire district as it is heavily skewed toward the riverfront]**

Community Spaces, non residential:

- ❖ Downtown Council
- ❖ St. Thomas / Opus Hall
- ❖ Crystal Court

Pros and Cons of each Option:

- Moving Around presents its' challenges
- Consistency
- Parking Free / Paid
- Security

DECISION!

- ❖ Move location of Board Meetings Quarterly beginning in June
- ❖ Month of May meet at the downtown library – full announcement with broad communication of intention to move around neighborhood

Volunteer/s to coordinate logistics  
Nick Chad and Laurie to Coordinate

June July and August

Mill City Museum

9:00

Adjourned

# Parking Lot

- Let's re-introduce DMNA to the ENTIRE neighborhood – reach all corners of the neighborhood
- Refine DMNA and clarify what DMNA is responsible for – Engagement – Building Community - Support Development – Community Based Strategies/ NPPs
- **Create Four Community Engagement / Community Building Opportunities beginning in June 2014.**  
Jesse, Christie, NCR and Claudia will drive this initiative. We will plan on additional outreach efforts to the Renter population.
- DMNA will seek additional review of strategies / plans (are we still on target) and input from the community. We will create a Survey Monkey
- Community Resident Volunteers are needed to expand the current committees. We can appoint them.
- DMNA will utilize the resources of NCR to create specific maps, geographic, population, proposed/approved development sites, vertical residences, owner occupied and rentals. This will assist DMNA with targeted/ strategic outreach
- EVENT at Elliot Park May 15<sup>th</sup>