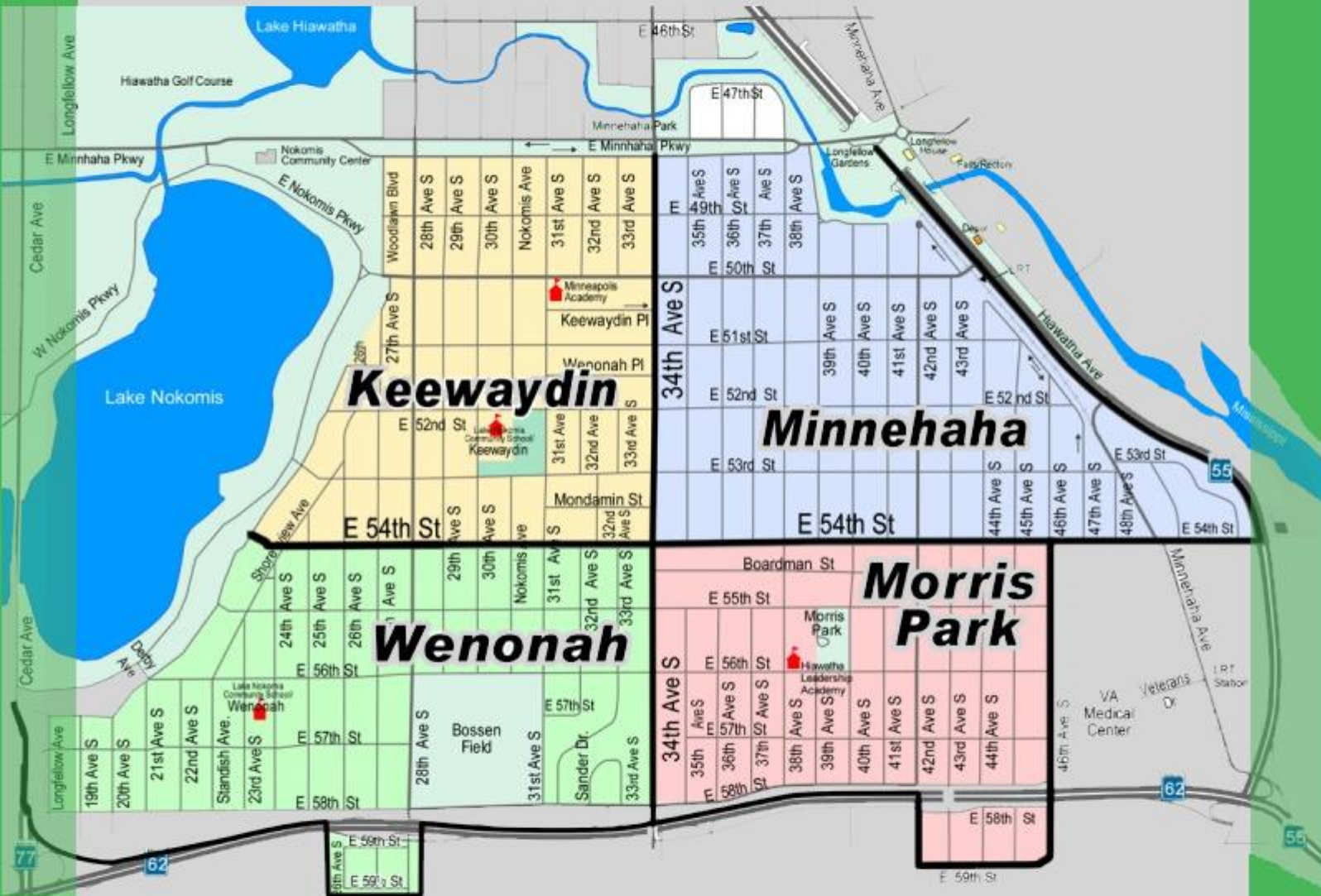




Nokomis East Neighborhood Association



# 2015 Annual Report

This is your neighborhood. This is your opportunity.

This is your time to get involved.

# NOKOMIS EAST NEIGHBORHOOD ASSOCIATION

## 2015 ANNUAL REPORT



### NENA Mission Statement

The Nokomis East Neighborhood Association's (NENA) mission is to better the quality of life and build a sense of community pride by sponsoring actions which help our environment, businesses and homes.

### 2015 Annual Report Content

- Introduction Letter
- Charting a New Course - 2016-2018 Strategic Plan Summary
- 2015 Report to the Neighborhood
- 2015-2016 BoD List
- 2015-2016 Staff List
- Thank You!
- By The Numbers – Financial Summary
- 2015 Statement of Financial Position

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@NokomisEast



NokomisEast

# NOKOMIS EAST NEIGHBORHOOD ASSOCIATION

## 2015 ANNUAL REPORT

### Introduction Letter

The Nokomis East Neighborhood Association's (NENA) mission is to better the quality of life and build a sense of community pride by sponsoring actions which help our environment, businesses and homes. NENA, a 501(c)3 nonprofit organization, serves the four southeast Minneapolis neighborhoods of Keewaydin, Minnehaha, Morris Park and Wenonah.



Tracing our beginnings back to the mid-1980's, NENA was incorporated in 1997 with the goals of promoting neighborhood improvement and revitalization, and encouraging citizen participation in civic affairs. NENA is led by a 15-person volunteer Board of Directors comprised of community members. NENA has two full time staff.

NENA's direction, plans and overall existence are dependent on our constituents and community involvement. We are an organization created by residents, serving residents, and directed by residents.

2015 was a transitional year for the Nokomis East Neighborhood Association. We want to acknowledge and thank all of the community members who attended meetings, events and shared feedback with NENA. Your input and support helped stabilize the organization during the challenging early months of the year and put NENA on track to be a "Sector Leading Organization."

In 2015, NENA continued favorite annual events such as the Minneapolis Monarch Festival, Night Before New Year's Eve Celebration and Neighborhood Garage Sale Day. Volunteers outdid themselves with the Nokomis Naturescape and Nokomis East Gateway Gardens. NENA formed a new Housing, Commercial and Streetscape Committee. And NENA and residents from Bossen Terrace door-knocked and surveyed community members to determine how best to work together.

The Board hired Amy Arcand to serve as the interim executive director in February to address internal systems and capacity issues and help with the transition back to permanent staff. Becky Timm was hired in July as the executive director, and Dave Colling joined the team in December as the Program and Communication Manager. Maria Alcaraz served as NENA's bilingual community organizer during the first part of the year.

We want to thank outgoing Board members who have helped steer the direction of NENA. Our sincere gratitude to Emily Antin, Molly Donovan, Vanessa Haight, Joe Henry, George Jelatis, Roger Kittelson, and Matt Musich for serving on the NENA Board.

With the community, local businesses and organizational partners, we have accomplished several notable achievements together. The NENA Board and staff are pleased to share this 2015 Annual Report and the results of our work on behalf of the community. We enthusiastically encourage you to be a part of the NENA Team and continue to make Nokomis East better, stronger and healthier and the community we love to call home.

# NOKOMIS EAST NEIGHBORHOOD ASSOCIATION

## 2015 ANNUAL REPORT

### Charting a New Course

#### 2016 - 2018 Strategic Plan



- **Looking Back**

2014 through 2015 were transitional years for the organization, and strategic planning was needed to give NENA direction, a renewed sense of purpose, and an understanding of what the community expects of its neighborhood association.

NENA Board and committee members, and more than 500 community members were involved in sharing ideas and feedback. We worked with a talented consultant to lead the eight month long process. Outcomes include: the 2016-2018 Strategic Plan; a 2016 budget built upon the Strategic Plan; a spend down plan for 2016-2020; clear work plans for the NENA Board, committees and staff; and a renewed excitement and buy-in from community members and partners.

NENA Strategic Directions:

- ✓ Build Operational Excellence
- ✓ Demonstrate Organizational Responsibility
- ✓ Build Capacity for Community Engagement
- ✓ Engage the Community

- **NENA Strategic Vision**

“NENA will be a Sector Leading Organization. We will be this area’s first-stop resource hub that helps build an energetic and engaged neighborhood. We will be recognized by our welcoming physical space, our enthusiastic volunteers and professional staff, and our willingness to lead courageous conversations and launch innovative programming. NENA will be an avenue for addressing important neighborhood issues, a catalyst for building strong neighborhood partnerships, and a leading voice for strategic community and commercial development.”





# NOKOMIS EAST NEIGHBORHOOD ASSOCIATION

## 2015 ANNUAL REPORT

### Report to the Neighborhood

#### Build Operational Excellence



- **Improving Governance & Function**

All nonprofits are required to create and adhere to governing documents such as bylaws and policies. In 2015, NENA began the long process of reviewing and updating our governing documents. Although mundane work, these documents provide a strong bedrock for the organization to succeed in the future and allow the organization to focus more on mission-based programming.

- **Building a Better Board**

Serving on a Board of Directors for a neighborhood association is rewarding and demanding. The Board should be representative of the community served by the organization. In 2015, NENA's Board and staff committed to improving Board member recruitment, training, support, cohesion and retention. During the year, the Board took the following steps to enhance service and experience: door-knocking campaign in September for the Strategic Plan, monthly training modules at Board meetings, and direct involvement with NENA committees and projects. The Board began recruitment planning for the 2016 NENA Annual Board Election late in the year.



# NOKOMIS EAST NEIGHBORHOOD ASSOCIATION

## 2015 ANNUAL REPORT

### Report to the Neighborhood

#### Demonstrate Organizational Responsibility



- **Accountability & Transparency**

A well-run nonprofit organization, such as NENA, must demonstrate organizational responsibility. As a neighborhood association, we are held accountable every day to our constituents and measured by the level of involvement by our residents and our community.

In 2015, NENA implemented steps to improve transparency and rebuild lost trust from the community. Examples include the 2015 NENA Annual Report; a redesigned NENA website increasing access to governing documents, organizational reports, and meeting agendas and minutes; improved monthly Board financial reports and financial training modules; and monthly organizational and staff reports at Board meetings.

- **Outside Review and Accreditation**

NENA uses the expertise of consultants and contractors to ensure sound financial and operational management. In 2015, NENA began a long-term partnership with an independent CPA recommended by the City of Minneapolis to conduct the annual review of our finances. NENA also brought on a new professional bookkeeper. As an interim transition strategy, NENA contracted executive director services from February – July and also relied heavily on the guidance provided by the Minneapolis Neighborhood and Community Relations Department. NENA updated outside review services, such as Guidestar, to bring fiscal and fundraising practices in line with industry best practices.

- **Diversifying Funding Streams**

One of NENA's recognized organizational weaknesses is the concentration of funding coming from one source – the City of Minneapolis. Without diversified revenue, nonprofits are particularly vulnerable if funding circumstances change. In 2015, NENA drafted a new and aggressive fundraising plan to include grant writing and individual donor campaigns. During the year, NENA raised over \$5,000 from individuals at events and Give to the Max Day.

# NOKOMIS EAST NEIGHBORHOOD ASSOCIATION

## 2015 ANNUAL REPORT

### Report to the Neighborhood

#### Build Capacity for Community Engagement



- **Power in Partnerships**

Nokomis East is served by elected officials, governmental agencies, schools, communities of faith and other nonprofit organizations. In the role of the neighborhood resource hub, NENA teamed up with partners in 2015 to provide information sharing and resource gathering.

The City of Minneapolis and NENA worked with Bossen area residents on livability issues. Minneapolis Council Members John Quincy (Ward 11) and Andrew Johnson (Ward 12) regularly coordinated with NENA to provide constituent services. Minneapolis Park and Recreation Board Commissioner Steffanie Musich regularly worked with NENA on park and environmental issues. Additionally NENA and the MPRB hosted the 7<sup>th</sup> Annual Minneapolis Monarch Festival. The Minneapolis Police Department and NENA hosted a free self-defense training workshop. The Nokomis East Business Association (NEBA) and NENA started planning for the Nokomis East Free Bike Rack Program and Neighborhood Welcome Packet.



- **Getting the Word Out**

Neighborhood associations must be creative on how to communicate with all community members. A one-size fits all approach is not necessarily the best approach. In 2015, NENA redesigned several communication strategies, including new websites for NENA and the Minneapolis Monarch Festival; translated materials and professional interpreters for materials and meetings; and a reinvigorated social media presence and the popular e-newsletter 'NENA News.'

# NOKOMIS EAST NEIGHBORHOOD ASSOCIATION

## 2015 ANNUAL REPORT

### 2015 Report to the Neighborhood

#### Engage the Community



- **Old Favorites and New Ideas**

In 2015, NENA organized several annual neighborhood favorites like the Grow Monarch Habitat Workshop in May, Neighborhood Garage Sale Day in June and the Night Before New Year's Eve Celebration in December. On a beautiful September day, thousands of visitors attended the Minneapolis Monarch Festival at Lake Nokomis Park. The Minneapolis Park and Recreation Board honored the Nokomis Naturescape "Gardeneers" with the Remarkable Volunteer Service Award.

Serving a community as large and diverse as Nokomis East, NENA also used new engagement strategies in 2015. As part of the outreach efforts for Strategic Planning Surveying, NENA used its brand new mobile pop-up kiosk to provide interactive modules to collect data and community ideas. NENA said 'Yes' to more requests and invitations to partner and do good work on behalf of the neighborhood.

- **Volunteers Getting Good Work Done**

2015 was the year of NENA volunteers. The Technology Committee volunteers set up the office computer system, redesigned the NENA website and published online newsletters. The Strategic Planning Task Force planned and organized the eight month long planning process. The Housing, Commercial and Streetscape Committee negotiated and launched two new NENA Housing Loan Programs. Garden volunteers and the Monarch Festival Strategic Task Force sustained NENA's environmental efforts. Board members and volunteers donated countless hours of time during this transition year to get NENA back on track. We are an organization created by residents, serving residents, and directed by residents.





# NOKOMIS EAST NEIGHBORHOOD ASSOCIATION

## 2015 ANNUAL REPORT

### Board and Staff



#### **2015-2016 Board Member**

##### **Keewaydin**

Mike Guild - Vice Chair  
George Jelatis  
Larry Ouellette

##### **Minnehaha**

Vanessa Haight – Chair  
Joe Henry  
Katie Sheetz

##### **Wenonah**

Kent Knopp-Schwyn  
Matt Musich - Secretary  
Maribel Osorio

##### **Morris Park**

John Lambrecht  
Mark Preston  
Marian Streitz

##### **At-large Members**

Mark Keeler  
Steve Larmon – Treasurer  
Helena Pikus-Li

##### **2015-2016 Board Members - Former**

Emily Antin  
Molly Donovan  
Roger Kittelson

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##### **2015 NENA Staff**

Becky Timm, Executive Director  
Dave Colling, Program and Communication Manager

##### **2015 NENA Staff - Former**

Amy Arcand, Interim Executive Director  
Maria Alcaraz, Community Organizer

# NOKOMIS EAST NEIGHBORHOOD ASSOCIATION

## 2015 ANNUAL REPORT

Thank You!



NENA would like to recognize the generous support and our sincere gratitude to our funders and sponsors:

### **City of Minneapolis**

Community Participation Program (CPP)  
Neighborhood Revitalization Program (NRP)  
Minneapolis Park and Recreation Board

### **Local Businesses & Organizations**

Beacon Interfaith Housing Collaborative  
Berry Sweet Kitchen  
Boss' Pizza and Chicken  
Carbone's Pizza  
CommonBond Communities  
Dominguez Family Restaurant  
Hiawatha Cycle  
Kris's Barber Shop  
Mel-O-Glaze Bakery  
Nokomis Beach Coffee  
Nokomis Yoga  
Oxendale's Market  
Sandcastle

Special thanks to all of our donors and volunteers who make NENA happen! With your help, NENA raised over \$5,000 that went directly to our great programs. Your support at the Annual Meeting, Growing Monarch Habitat Workshop, Minneapolis Monarch Festival, Night Before New Year's Eve and Give to the Max Day made a huge difference in 2015!

# NOKOMIS EAST NEIGHBORHOOD ASSOCIATION

## 2015 ANNUAL REPORT

### By the Numbers

The NENA Board of Directors is pleased to announce a successful year of sound fiscal management.



NENA's 2015 Annual Budget was \$227,969.

NENA is generously supported by the City of Minneapolis through the Community

Participation Program (CPP) and the Neighborhood Revitalization Program (NRP).

Community members and businesses contributed over \$5,000 to NENA through cash and in-kind donations, as well.

In June, NENA launched two new, and wildly popular, home improvement loan programs. Eight residential households used \$59,000 from the Revolving Home Improvement Loan Program and \$30,000 from the Emergency Repair Loan Program. These loan programs are fully funded for 2016.

At the end of 2015, NENA had a fund balance of \$1,600,000 from all of our funding sources. The Board of Directors passed a 2016 Operational Budget in December and continues work on a 2016-2020 Programming Budget to spend down this balance over the next five years through innovative programming and the continuation of the home loan programs. At the same time, NENA is ramping up our grant writing and outreach to individual donors to diversify our funding streams.

This all adds up to new opportunities for NENA and our neighborhoods. In 2015, NENA hired a full time Program and Communication Manager and will be hiring a part time Community Organizer in 2016. Both positions will focus on enhancing current and creating new, innovative programming with the community. 81% of NENA resources are allocated to mission-based program work to serve Nokomis East.



# NOKOMIS EAST NEIGHBORHOOD ASSOCIATION

## 2015 ANNUAL REPORT

### By the Numbers

Statement of Financial Position  
Dec 31, 2015

**ASSETS**

2015

**CURRENT ASSETS**

Cash	\$55,615
Grants/Contracts Receivable	\$23,177
Accounts Receivable	\$287
Prepaid Expenses	\$1,806

**TOTAL CURRENT ASSETS** \$80,885

**OTHER ASSETS**

Equipment	\$6,884
Accumulated Depreciation	-\$5,820
Net Equipment	\$1,064

**TOTAL ASSETS** \$81,949

**LIABILITIES**

**CURRENT LIABILITIES**

Accounts Payable	\$5,363
Accrued Payroll Expenses	\$3,838
Deferred Revenue (Contract Advances)	\$30,000

**TOTAL CURRENT LIABILITIES** \$39,201

**NET ASSETS**

Unrestricted	\$42,748
Temporarily Restricted	\$0

**TOTAL NET ASSETS** \$42,748

**TOTAL LIABILITIES AND NET ASSETS** \$81,949

Support	\$188,885
Revenue	\$3,763
<b>TOTAL SUPPORT AND REVENUE</b>	<u>\$192,648</u>



# NOKOMIS EAST NEIGHBORHOOD ASSOCIATION

## 2015 ANNUAL REPORT By the Numbers

Statement of Financial Position, continued  
Dec 31, 2015

**PROGRAM SERVICES**

Community Engagement	\$107,622
Minneapolis Monarch Festival	\$23,662
Night Before New Year's Eve Celebration	\$4,562
2016-2018 Strategic Planning	\$21,762

**SUPPORTING ACTIVITIES**

Administration	\$26,675
Fundraising	\$10,033

**TOTAL EXPENSES**

\$194,316

**CHANGE IN NET ASSETS**

\$42,748

From 2015 Independent Accountant's Review Report provided by  
Michael S. Wilson, CPA

