



Nokomis East Neighborhood Association

3000 East 50th Street, Minneapolis MN 55417
phone: 612-724-5652 fax: 612-724-2770
nena@nokomiseast.org www.nokomiseast.org

2016-2018 Strategic Plan

NENA History

NENA was incorporated in 1997 with the goals of promoting neighborhood improvement and revitalization, and encouraging citizen participation in civic affairs. NENA invests in neighborhood improvement, builds community connections, encourages citizen participation and advocates for the interests of the Nokomis East neighborhood

Mission

To better the quality of life and build a sense of community pride by sponsoring actions which help our environment, businesses and homes.

Vision

The Nokomis East Neighborhood Association will be this area's first-stop resource hub that helps create an energetic and engaged neighborhood. We will be recognized by our welcoming physical space, our professional staff, diversified funding and our willingness to lead courageous conversations. NENA will be an avenue for addressing important neighborhood issues, a catalyst for building strong neighborhood partnerships, and a channel for wise business growth.

Goals & Objectives

Demonstrate Organizational Responsibility

Diversify revenue streams
Demonstrate accountability to stakeholders

Engage the Community

Build a reliable volunteer base
Revitalize community relationships
Enhance committees and projects

Build Capacity for Community Engagement

Create an engaging physical space
Increase organizational visibility
Reformulate communication content & methods

Build Operational Excellence

Improve governance & function
Build Board cohesion