

Corcoran Neighborhood Organization 2012 Goals

Outreach

Goal: Build and diversify the volunteer pool for CNO board, committees, and other efforts to protect and improve the neighborhood.

Strategies

1. Reach out to new and existing neighborhood residents and business owners to recruit their involvement in neighborhood improvement and to foster awareness of issues that may have a positive or negative impact on the neighborhood.
2. Carry out an outreach campaign to Corcoran's 5 most underrepresented blocks.
3. Recruit new volunteers at every opportunity through the efforts of staff, board members, committee chairs, and established volunteers.
4. Form a nominations committee each year and work to recruit a robust field of candidates for the annual board elections.
5. Recognize volunteer contributions through an annual awards event.
6. Host at least four general membership meetings per year.

There are additional strategies throughout this document that further our outreach goal. These strategies are marked with an "O".

Sustainability

CNO's sustainability statement: *As we aspire to move toward a truly sustainable urban community, the Corcoran Neighborhood Organization will mindfully put the principles of seventh generation thinking into practice in order to create a more socially, economically and culturally vibrant urban neighborhood. Our aim is to create within the city of Minneapolis an urban village that is connected to nature and the cycles of the seasons, restorative by design, thoughtful and compassionate in use of natural and social capital, and conscious of its stewardship for future generations.*

There are strategies throughout this document that help build a more sustainable neighborhood. They are marked with an "S".

Safety and Livability

Goal: Engage at least 500 residents in direct efforts to make the Corcoran neighborhood stronger against crime.

Strategies:

1. Promote active block leadership and block clubs by promoting SAFE leadership trainings, recruiting leaders at inactive blocks, and offering incentives and rewards for block club meetings. (O)
2. Foster a National Night Out event on every block in the neighborhood by recruiting new event organizers, convening an annual pre-planning event for organizers, and promoting NNO through media. (O)
3. Seek new resident-led projects that could mobilize large numbers of residents in crime prevention and community building activities.
4. Support the new community garden. (O, S)
5. Help organize an annual community garage sale and a greener Clean Sweep event. (O, S)

Goal: Provide a venue for community members to raise concerns and questions, and interact with CNO board and staff members.

Strategies:

1. Convene a regular gathering in the neighborhood, inviting all community members. (O)
2. Seek out new methods and venues for engaging community members. (O)
3. Depending on participation and topics raised, invite appropriate partners, e.g. Minneapolis Police / SAFE, City Council, elected officials, etc.

Land Use & Transportation / Housing

Goal: Help to resolve nuisance issues that threaten neighborhood housing.

Strategies:

1. Continue to lead Corcoran's monthly Problem Properties Caucus, a focused partnership with our City Council Member, the Minneapolis Police Department's Third Precinct, and Housing Inspections. CNO staff will work with partners and concerned residents to resolve at least 20 problem properties each year. (O)
2. Pursue swift resolution at distressed vacant properties. Advocate for rehabilitation over demolition of properties except as follows: (a) when rehabilitation is not feasible; or (b) where land use priorities per the Corcoran Midtown Revival Plan would indicate redevelopment is preferable. (S)
3. Promote swift abatement of gang graffiti by victimized property owners and provide resources such as free paint and artist services. At least biannually, promote preventative measures such as graffiti-proof fence designs. (O)
4. Help Corcoran residents—including homeowners and tenants—who are facing foreclosure via targeted outreach, and seek supportive partnership with an expert agency (e.g. Powderhorn Residents Group/PRG). (O)
5. Publish in the neighborhood newspaper how residents can deal with problem properties.

Goal: Attract prospective new home buyers to the Corcoran neighborhood and help shorten the vacancy period for foreclosed housing.

Strategies:

1. Organize events (e.g. home tours) and publicize resources (e.g. homebuyer programs) to build relationships with prospective home buyers. (O)
2. Build relationships with area realtors and community groups. Publicize the affordability and amenities of the neighborhood, and participate in the annual South Minneapolis Housing Fair.

Goal: Help to maintain, improve, and make more energy efficient the Corcoran neighborhood's housing stock.

Strategies:

1. At least quarterly, publicize available CNO and third-party resources such as financing programs. (O)
2. Explore and pursue new home improvement grants and loans for property owners.
3. Foster home energy improvements and seek supportive partnership with an expert agency (e.g. Center for Energy and Environment). (O, S)
4. Educate property owners to prioritize maintenance and improvements and to avoid incompetent renovations / maintenance. (O)
5. Attract reputable home contractors to rehabilitate foreclosed / vacant / for-sale housing.

Goal: Foster participation by Corcoran residents and business owners in land use and housing issues and decisions in the neighborhood.

Strategies:

1. Hold a monthly meeting of the committees. Recruit new membership to maintain at least eight active committee members. (O)
2. Educate committee members on topics of interest such as sustainable development practices. (O, S)
3. Hear variance requests for residential and commercial building projects. Invite the whole neighborhood, with intensified outreach to neighbors within a 1-block radius, to meet with the developer / property owner prior to any official decision by local government. (O)

Goal: Advocate for redevelopment per the Corcoran Midtown Revival Plan (CMRP) in the Plan area, and advocate for redevelopment of other blighted neighborhood properties. Where development occurs elsewhere in the neighborhood, promote CMRP principles.

Strategies:

1. Build and maintain relationships with multiple reputable developers.
2. Maintain working relationships with key government departments and Corcoran's elected officials and developers.
3. Put marketing efforts toward at least one parcel at any given time.
4. Advocate for a permanent, high quality farmers market site at 2225 East Lake Street per the CMRP. (S)
5. Build interest amongst reputable developers for vacant / available / blighted commercial properties.

Communications

Goal: Provide timely, useful information on all news, activities, and issues affecting the Corcoran neighborhood.

Strategies:

1. Continue to publish and hand-deliver a volunteer-assembled monthly newspaper to all residents. Seek new membership, contributions, and story ideas to maximize resident participation in the writing, photography, editing, and layout of the newspaper with limited staff support. (O)
2. Provide newspaper content that engages all prospective readers and reflects the diversity of the neighborhood in terms of age, ethnic and national background, and socioeconomic status. (O)
3. Continue to publish a biweekly e-mail newsletter with focus on upcoming issues and meetings that may have a positive or negative impact on the neighborhood. (O)

Mujeres en Accion y Poder

Goal: Conduct outreach to Latino residents and identify issues in the community, especially those impeding a higher quality of life.

1. Door-knock 4 blocks per month and talk to Latino families about issues in the community (O)
2. Where appropriate, partner with block club leaders to ensure that Latino neighbors are participating in block activities (O)
3. Increase the number of meetings and events that are interpreted so that Spanish speaking and English speaking residents can join together in the work of the neighborhood. (O)

Goal: Strengthen Mujeres en Accion y Poder at Corcoran and Powderhorn Parks and explore new partnerships with the Minneapolis Parks to expand the program into new arenas and into other parks.

1. Develop enticing programming and activities that promote participation and that are developed by the group.
2. Offer high quality child care during group sessions
3. Host events throughout the year that celebrate culture, families, and community. (O)
4. Develop better communication between group leadership and park leadership and advocate for bi-lingual staff with the Southside CSA.
5. Support new leaders who would like to start a women's group in another park or who would like to develop an official program, like a cooking class, at one of the parks in the Southside CSA.

Goal: Train 10 new women through the Lideres en Accion y Poder program who will engage in at least 10 leadership actions.

1. Offer bi-monthly trainings with high quality presenters on a variety of topics identified by the group.
2. Offer high quality child care during the training sessions.
3. Support participants as they begin to take action in our community.

Midtown Farmers Market

Goal: Increase the number of annual visitors to the market by reaching out to diverse audiences through marketing efforts.

Measure: 10% increase in attendance at Saturday and Tuesday markets over the previous year as determined by regular customer counts.

Strategies

1. Use “10th Market Season” as key message in marketing this year
2. Continue and expand outreach efforts to EBT customers
3. Market to users of transit (esp. light rail), cyclists and pedestrians (esp. on Lake Street)
4. Plan events aimed at reaching and including diverse audiences
5. Find cooperative ways to market to YWCA patrons and the “after-work” crowd
6. Examine possibility of radio advertising esp. to reach Latino audience
7. Consider various forms of media when designing marketing and outreach campaigns including (but not limited to) print, electronic, audio, etc.
8. Increase social media presence on Tuesday markets

Corcoran GROWS, Everyone GROWS

Goal: More Gardens

Strategies:

1. ID yards and lots

Goal: More skilled and knowledgeable gardeners

Strategies:

1. Gather resources
2. Fruit tree/ hazel distribution
3. Skill Sharing
4. Tool Sharing
5. Roving permaculture class
6. Harvest celebration
7. Canning & food preservation?

Goal: Set up a compost site for each block

Strategies:

1. Build and distribute bins

Goal: Millie's Peace Garden

Strategies:

1. Add new gardeners
2. Host garden work days and social events

Goal: 50 homes insulated by Dec 2012

Strategies:

1. Gather summary of available resources – including CEF and CEE
2. Pilot project - group insulation purchase
3. Recruitment: landlords, etc. block leaders, churches, May day
4. Community Weatherization Event

Goal: Adding solar capacity in Corcoran

Strategies:

1. Corcoran solar home tour/ workshop?

Goal: Listen to Neighbors to hear needs/ assets

Strategies:

1. Update our asset survey, I.D. outreach volunteers, do visits, log in results
2. Find translators/ bilingual neighbors

Goal: Learning practical skills from neighbors

Strategies:

1. Theme night pot lucks/ community meals
2. Rocket Stoves and other teach ins
3. Craft Group (knitting, carving, cross stitch, etc.)

Goal: Well on the way to barter network

Strategies:

1. Options – hour dollars, Pillsbury House, Northfield, etc.
2. Call folks to invite them to join the hour barter network.

Goal: Strengthen our Neighborhood Economy (current CNO activities)

Strategies:

1. *Corcoran annual neighborhood business directory*
2. *More Corcoran businesses at Midtown Market*

Goal: Successful & active involvement of all ages and cultural, economic and ethnic groups

Goal: Host regular pot luck/ movie or re-skilling events to build learning, inspiration and connections between neighbors

Strategies

1. Publicize movie nights in Longfellow

2. Possible venues – Corcoran Park, All Saints, Claire Housing Community room, drive ways, Follwell, South
3. Choose themes/ movies/ re-skilling themes
4. Possible to co-host with Mujeres en Accion, All Saints,

Goal: Organize other learning events

Strategies

1. February – resource or re-skilling fair?
2. Work on Tom’s Eco village model
3. Catalogue our new gardening and energy library

Goal: Organize community arts events to build connections across, ages, incomes, cultures and re-imagine our future

Strategies

1. Corcoran has a great time at May Day
2. May weaving into the fence
3. May MN Community Sings (multi cultural)
4. Murals on streets & garages
5. Corner Library boxes