

October 2011



CLEVELAND NEIGHBORHOOD ASSOCIATION

Annual Report

Letter from the Chairman of the Board

Dear Cleveland Neighborhood residents and business owners,

This last year has been a tremendous year for the Cleveland Neighborhood. We have been so fortunate to attract a new restaurant, The Lowry Café, to our Penn-Lowry business node. This is on top of one of the neighborhood's institutions, Tootie's, being named the "Best Neighborhood Bar" in the Twin Cities by the City Pages.

We have received great press for our community because of these two businesses and thanks are due to you, the residents of the Cleveland Neighborhood, for supporting these local businesses.

Even more thanks are due to our residents for the efforts and compassion that was exhibited after the May 22 tornado that struck the Willard-Hay, Jordan, Folwell, McKinley, Webber-Camden and Lind-Bohanan Neighborhoods. I am so grateful to have seen so many of our residents involved in helping their neighbors in this time of crisis. We were fortunate to be spared from the wrath of this twister and blessed to be home to residents with huge hearts.



"Best Neighborhood Bar "

-City Pages 2011

We saw the continued support of the Cleveland community, when we launched Live on the Drive, our summer concert series. The first concert was a fund raiser for the American Red Cross and with your help and matching funds from the Pohlada Family Foundation, we raised nearly \$3,000.

It is an honor to lead a neighborhood when we have so many individuals who are striving to make our community and the surrounding neighborhoods a better place to live, work and play.

Next year will bring many more opportunities and we are thankful for your support, energy and ideas. Thank you to all of our volunteers and all of the people that make the Cleveland Neighborhood a great place.

John Helgeland

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Cleveland Neighborhood Vision

The Cleveland Neighborhood values its diverse population. It has services and programs that support the community. It has a variety of successful businesses serving the needs of and supported by the neighborhood. Cleveland Neighborhood manifests genuine neighborliness, exhibits urban appeal and is a place where residents and visitors feel welcome and safe.

Community Development

Cleveland Neighborhood Association continued to concentrate their efforts on stimulating revitalization and redevelopment on the Lowry and Penn Avenue corridors. CNA continues its efforts to partner with the City of Minneapolis for the purchase of properties on Lowry Avenue. The Community Development Committee has identified the west end of the corridor as important for redevelopment because of its proximity to the Parkway and North Memorial and its location at the gateway to the City, Neighborhood and Lowry Avenue from Robbinsdale. The current plan is for the City, with assistance from CNA, to purchase the properties, demolish unsuitable structures and remediate the properties for development of housing or a mixed use building. Because of past uses there may be a need for environmental cleanup of some the sites before they can be redeveloped. It is hoped that the redevelopment of the Lowry Avenue sites in Cleveland Neighborhood will serve as a catalyst for revitalization of the rest of the corridor.



Cleveland Neighborhood Association continues to partner with the other 4 neighborhoods along Lowry Avenue. They, along with representatives of the other stakeholders on the Avenue, have formed the Lowry Avenue Implementation Committee (LAIC) whose purpose is the implementation of the City and Met Council approved Lowry Avenue Strategic Plan. In the spring of 2011, the LAIC was awarded a Great Streets grant by the City for two purposes; to hire a consultant to undertake a Real Estate and Market Analysis for Lowry Avenue and to organize and establish a Lowry Corridor Business Association. A consultant has been hired and has begun work on the two analyses which should result in a tool kit for the recruitment of businesses to Lowry Avenue. At the same time some of the business owners on Lowry have begun to meet to form the business association.

CNA has partnered with the Project in Pride in Living –PPL- for the purchase and rehabilitation of two fourplexes on the 3400 block of Penn Avenue No. These two properties, one of which is a foreclosure, are in substandard condition and PPL will purchase and renovate them. They would offer them for rent to families whose income is below 50% of the MMI, which is in the low \$40K for a family of four. PPL will manage the properties and in addition, will offer support services for their tenants, including self sufficiency training, job training and youth development. CNA has agreed to provide them with a low interest loan of NRP funds for the acquisition of the two properties and PPL has committed to investing \$140,000 in the rehabilitation of each of the units which amounts to over a million dollars of investment the Cleveland Neighborhood on the part of PPL.

CNA continues to concentrate their efforts on ... Penn and Lowry

CNA has been in discussion with a developer/design team with a proposal for development on the northwest corner of Penn and Lowry. The 3 story development would include 10,000 square feet of commercial space on ground floor and 45 units of rental housing on the two upper floors. 6500 square feet of the commercial space would be owned and occupied by Union Liquor at Queen and Lowry. The construction of the building would remove the 14 units of housing at 3212 Queen Avenue North, as well as the existing Union Liquor Store. The CNA board declined to support the current version of this proposal because of the concern that it does not take some of the critical design elements expressed by the community in Cleveland's Great City Design exercise of 2007, especially creating the linkage between the corner of Penn/Lowry and Cleveland Park. There was also concern that the appearance of the building was rather plain and that with the types of materials that



Lowry Café and Goddess of Glass Gift Shoppe on Lowry and Penn.

Community Development (cont.)

were suggested to be used on the building, there was a fear that in 15 years that the exterior may be as uninviting as the current apartment building on Queen Avenue North. The CD committee and the CNA Board are committed to “Building for the Future” not the present. Overall the CD Committee and the Board were pleased to see the proposal and hope to continue to work with developers on a development that will serve the needs of Union Liquor as they seek to improve their space and that will realize the vision of the community. Recently the LAIC met with representatives of ArtSpace to learn more about this developer of live-work spaces for artists and to engage them in discussions about the possibility of a development of the this nature at Penn and Lowry .



In 2011 the Cleveland Neighborhood Association partnered with the Center for Energy and the Environment (CEE) to bring the **Community Energy Services** Program to the Cleveland neighborhood. In this program Cleveland homeowners were able to attend free workshops where they could learn new no cost or low cost strategies to save energy and money in their homes. Workshop attendees could then sign up for personalized home visits which, thanks to CNA, were free for Cleveland residents . The home visits were conducted by CEE crews of energy professionals who ran diagnostic tests , installed free energy saving materials and found the home’s best opportunities for saving energy and reducing utility bills. 72 Cleveland homeowners taken advantage of this program placing Cleveland in 11th place in the Outreach Challenge where the top ten neighborhoods won cash grants.

CNA has developed an education and outreach plan in regard to the Emerald Ash Borer and the Ash trees in the Cleveland Neighborhood. There are 183 Ash trees on the boulevards in the Cleveland Neighborhood. The majority of these are on the 3200 and 3300 blocks of Upton and Vincent; 3500 block of Washburn and on Dowling between Thomas and Xerxes. CNA will be canvassing these streets to provide homeowners with options for the removal and replacement of their boulevard ash trees.

CNA and Lucy Craft Laney School have partnered with University of Minnesota –UROC for the installation of a People’s Garden on the school grounds. The six raised beds will be used by the science teachers as an outdoor classroom where students will learn about and practice growing their own food. CNA will identify volunteers who would like to work with the teachers and students both in the classroom and the gardens and provide some garden care over the summer months when school is not in session.

CNA has begun a project to identify and inventory all of the vacant lots in the neighborhood.

Vacant Lot project – CNA has begun a project to identify and inventory all of the vacant lots in the Neighborhood and to develop a portfolio of visual representations of the types of homes that we would like to see on these vacant lots.

Crime and Safety

The Crime and Safety Committee addresses issues of crime, safety and livability in the neighborhood and promotes strategies and activities to deal with them. The committee meets regularly with the Crime Prevention Specialist and Sector Lieutenant of the 4th Precinct MPD. The MPD personnel apprise CNA of crime trends and MPD strategies to address them and the residents discuss the crime and livability issues of concern with them. All Cleveland Neighborhood residents are invited to attend these meetings on the first Monday of the month at 6:30 pm in the CNA office.

Crime and Safety

Cleveland Neighborhood Association continues their campaign to recruit additional Block club leaders. Expanding the number block clubs and number of block leaders will enable us to be more organized in our efforts to deal with disturbances and problem properties as they arise. To facilitate this a Block Club Maintenance meeting was held in May of 2011, where the topics were how to dial 911, personal security, home security, and how to address a problem property. Additionally, block club leaders shared their tips, including how to involve youth in your block club. At least four new block club leaders were trained in 2011.



To assist block clubs with problem properties or behaviors on their blocks CNA supported Guerilla Block Parties on those blocks. Guerilla Block Parties are hosted by the block club with support from CNA in the form of flyering, providing a pop up tent, food and supplies. The purpose of the parties is to engage residents and let everyone know that there is an organized block club on the block.

In the spring the Crime and Safety committee hosted Spring Cleaning Day in the Cleveland Neighborhood. Block clubs were asked to participate in this community-wide effort to keep the neighborhood spiffed-up. This annual event was a wonderful way to encourage all to help-out; a way to establish a community norm for how our streets and allies should look, not just for one day, but for every day. The Event concluded with a BBQ and plant swap. Also in order to promote neighborhood connections CNA hosted the first neighborhood Flea Market at Lucy Laney School in conjunction with the Camden Community Garage Sale. CNA also supported National Night Out parties in the neighborhood on August 2

Events

The CNA Events committee conducted the first ever Holiday Decorating Challenge – promoting green holiday decorating including the use of solar lighting, LED lights and natural and used or recycled materials for decorating. The theme was “Do it Natural” and residents were encouraged to send photos of their decorating efforts to CNA for posting the website.

CNA hosted the 8th annual Garden Tour on Sunday, July 10. Nine gardens, including the North End Community Garden, were open to the public to view and be inspired on that day. Many garden tourists enjoyed the tour.

The premier event in the Cleveland Neighborhood each summer is the Live on the Drive concerts on Victory Memorial Drive. This year, the fourth, was no exception. An average of 600 people enjoyed each of the live musical performances; on June 9, we were dazzled by the fabulous Greta Oglesby, the July concert by the salsa band La Gran Charanga had to be canceled because of threatening weather but was re-scheduled for August 25 and on August 11 we enjoyed the eclectic music of the Café Accordion Orchestra. These concerts are made possible by support from COMPAS, founding partner North Memorial Hospital, area businesses and neighborhood associations and the hard work of the Cleveland Neighborhood Events Committee, who has already begun planning the 2012 concerts!



Financial

Balance 10/01/2010	\$39,140.39
	<u>Oct '09 - Sep 10</u>
Ordinary Income/Expense	
Income	
Contributions Income	
Restricted	\$11,929.73
Unrestricted	<u>\$546.16</u>
Total Contributions Income	\$12,475.89
Grants	\$3,340.00
City Contracts	\$40,608.95
Interest Income	<u>\$10.00</u>
Total Income	\$56,434.84
Expense	
Personnel Expenses	\$20,694.00
Block Club Fund	
Landscape Grants	\$442.50
Newsletter	\$2,193.51
Scholarships	\$0.00
Office Expense	
Rent (Office & PO Box)	
P.O. Box	\$96.00
Rent -Office-School	<u>\$2,687.71</u>
Total Rent (Office & PO Box)	\$2,783.71
Communications -Telephone E-mail	\$819.90
Office Supplies / Equipment	
Postage and Delivery	\$400.15
Office Supplies	\$1,304.53
Equipment	<u>\$183.22</u>
Total Office supplies/Equipment	\$1,887.90
Community / Marketing Exp	\$2,675.80
Insurance	\$0.00
Professional Fees	
Membership Dues	\$75.00
Professional Fees - Other	<u>\$12,125.00</u>
Total Professional Fees	\$12,200.00
Food and Refreshments	\$211.17
Sponsorships	\$2,736.73
Program closeout	<u>\$1,647.00</u>
Total Expense	<u>\$48,292.22</u>
Balance 9/30/2011	\$47,283.01

Volunteers CNA Needs YOU!

Volunteers are what make CNA happen. It's volunteers that serve on the board of directors, on committees and as block leaders, put on Live on the Drive, Harvest Festival and block parties, produce the CNA newsletter, work to improve the neighborhood housing, attract new businesses, and work with the City and Park Board to maintain the assets of the neighborhood. We thank the many volunteers who have stepped up over the years for without you CNA would not be! New volunteers are always needed and welcomed if we are to continue to work for the improvement of the neighborhood. Contact CNA and offer a few hours to help with the improvement of your neighborhood.



Board of Directors

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Trevor Tungseth –Vice Chairperson
Brigid Shea –Secretary
Mike Theisen –Treasurer
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