



MEETING SUMMARY

OPPORTUNITY NEIGHBORHOODS FOR REGIONAL PROSPERITY

Positioning opportunity neighborhoods, such as North Minneapolis, as high potential assets toward the regions economic growth & prosperity

December 14, 2015

8:00am-12:00pm

North Community YMCA, 1711 West Broadway Avenue, Minneapolis

GOALS FOR THIS MEETING

- a) Develop shared goals to guide our work in 2016 & beyond
- b) Strengthen relationships for sustainable collaboration

Attendees: Andriana Abariotes, Mary Kay Bailey, Tawanna Black, Peter Frosch, Sarah Hernandez, Beth Kessler, Kevin Murray, Eric Muschler, Sondra Samuels, Kristell Caballero Saucedo, Aasim Shabazz, Lee Sheehy, Jo-Anne Stately, John Stiles, Craig Taylor, Nuria Rivera-Vandermyde; and staff: Tammy Nolen & Luke Weisberg

Welcome, Agenda Review & Introductions

Tawanna welcomed the group, inviting participants to share what they're working on. As participants introduced themselves, they identified specific projects of relevance to share with the group. These included:

- **LISC Bridges-to-Careers** funding made available to several organizations (Emerge, Project for Pride in Living, Hmong American Partnership, Lutheran Social Services, International Institute of MN, and CLUES) to further workforce training for lower-income populations in North Minneapolis, East Side Saint Paul and elsewhere in the metro.
- MSPWIN/Itasca investments in the **Real Time Talent Initiative** that is bringing the capability of *Wanted Analytics* available to MnSCU campuses, nonprofit workforce providers, and other organizations delivering employment services. *Wanted Analytics* provides real time, 'scrubbed' and targeted data regarding job openings.
- **North@Work** is reviewing responses to the RFPs for service components released last month and expects to make announcements this month about what organizations will help support the launch of the pilot in 2016.
- McKnight & Nexus Community Partners are invested in the **East Side Economic Growth Initiative (ESEGI)** and a specific **East Side Employment & Workforce Collaborative (ESEWC)**. The ESEWC is expected to shape a collaborative effort among multiple providers to expanding and strengthening access to employment training, placement, and retention services for East Side residents.
- The Minneapolis Foundation has invested in **EMS training** in partnership with the City of Minneapolis and others to promote more (and more diverse) entrants into emergency response fields.
- The Minneapolis City Council has established a partnership group to make recommendations on **policy for paid/earned sick time for Minneapolis workers**. This has implications for other efforts being advanced by ONRP.

- The City of Minneapolis is advancing its work to implement the **Promise Zone** within North Minneapolis, per the award made by the federal government this Spring.
- The City of Minneapolis is a participant in the **Initiative for Community Trust and Justice** (part of the National Network for Safe Communities) that is focused on implementing multiple strategies to build trust and strengthen police-community relationships.
- Lee Sheehy noted that **new resources could be available** as a result of the MN Legislature’s expected special session in 2016 focused on transit funding and economic development funding aimed at North Minneapolis. He suggested that this group should be prepared to engage legislators and others with ideas about how to best direct those investments. Similarly, he noted that there are new opportunities in the recently approved City of Minneapolis budget that should be explored carefully by ONRP.
- Met Council, MEDA, and other partners are exploring a **Northside Land Use Plan** that would review existing plans and expectations and advance specific policy, zoning or other changes that are needed to make the most urgent items in those existing plans a reality.
- The Central Corridor Funders Collaborative is continuing to actively promote the **Central Corridor’s cultural corridors**. This is a strategy that may prove valuable to the ONRP in years to come.
- The Central Corridor Funders Collaborative is exploring **expansion of workforce services in conjunction with new development** in and around the Midway neighborhood.
- In discussion about **potential marketing efforts** for North Minneapolis and attracting capital investments, the group was reminded that LISC supported *Invest North*, a promotional tool that packaged a number of potential investment opportunities for would-be investors.
- The City of Minneapolis is supporting a resident-led effort to brand “**CedarSide**” as a destination within the Cedar-Riverside neighborhood.
- Participants noted that Juxtaposition Arts and the Asian Economic Development Association (AEDA) are participants in a **national creative placemaking initiative** that will likely impact our work in North Minneapolis and (later) in East Side Saint Paul.
- McKnight Foundation is supporting, and GreaterMSP is advancing, the **Core Cities Strategy** that emerged over the last few years and is expected to launch, with staffing, in 2016.
- Work continues on Blue Line/Bottineau development – specifically on **station-area planning and small business development** opportunities along the corridor.
- Itasca is continuing its work to **strengthen local sourcing** efforts – pairing local suppliers with larger businesses looking for component parts, material, and other production elements. This will likely grow into an **expanded supplier diversity effort** as well in 2016.
- The Minneapolis Foundation is addressing issues that have emerged following the **Black Lives Matter** protests at the Minneapolis 4th Precinct station.
- The City of Minneapolis continues its work as a participant in the **Bloomberg Government Innovation project**. The first focus of this effort is housing accessibility issues in Minneapolis.
- The Northside Achievement Zone is participating in a **Results-Based Accountability project** led by the Annie E. Casey Foundation (AECF). The project involves training NAZ partners and neighborhood residents in several elements of results-based accountability – helping to create a cohort of residents and professionals familiar with this way of measuring results.
- Northside Funders Group is developing a **Racial Equity Toolkit** that will be available for use by funders, partners, and others to assess the racial equity impact of policy and program decisions.

Tawanna noted that, throughout the reporting that was shared, there are several points of synergy and relevance to our discussion today. She highlighted a few themes:

- a) There’s a lot of layering to be done – ensuring that supports and services are layered one on top of another and that organizations can effectively partner to do so;
- b) A key goal of this table is to leverage funds/relationships to accelerate our work;

- c) It's clearer that our decision to engage in a cross-region (North Minneapolis-East Side Saint Paul) approach will be useful. There's so much happening here that's relevant to employers, communities, and organizations that work across the region.
- d) There's common emphasis on placemaking and destination-making that we can advance together in our work; and,
- e) We have no shortage of projects! This is good, and begs the question about what processes we use to align our work. And, as that is the goal of this table, we have arrived in the right place!

Opportunity Neighborhoods Overview & Updates

Tawanna provided a few brief updates on other initiatives being advanced through ONRP including:

➤ **Workforce Development: North@Work**

As reported earlier, there's excitement about the launch of North@Work. A brochure was distributed for everyone to keep. Tawanna noted that NFG received about 18 responses to the RFP from a wide variety of organizations, and will make choices shortly about service providers, along with already-identified partners including Dunwoody and Hennepin County.

➤ **Capital Innovation: Lenders Meeting**

Last week, Living Cities staff visited the region, met with several lenders, and reviewed the landscape of small business lending in Minneapolis – with a particular eye toward sustainability, opportunity, and replicating successful strategies from other cities. There is still a demand for capital (beyond grants) and the challenge is to have enough capacity to move that capital out to where it is needed. The group will meet again in January.

➤ **Public Sector Innovation: Multi-Jurisdictional Land-Use Plan**

As mentioned earlier, the Northside Land Use plan will also test a public sector innovation by bringing multiple jurisdictions together to review what's on the "planning books" with neighborhood, city, county, and regional plans, assess how to advance key elements of those plans, and then let that guide business development and attraction. The effort, led jointly by Met Council leadership (Gary Cunningham), Hennepin County Commissioner Linda Higgins, and City staff, is pulling resources in for a January 2016 start.

➤ **Community Engagement**

A question, still to be resolved for this table, is who will be directly representing residents in our work as we move forward; and, how does that resident representation leverage other existing efforts.

Developing Shared Goals

Tawanna noted that our intention is to get to some shared goals, metrics, and priorities to move forward. She walked the group through the "Shared Goals" handout, noting that a while back, six goals had been identified for this collaborative effort:

- A ready and capable talent-base to support the region's workforce needs
- Marketable and sufficient housing stock
- Ready and marketable business development sites
- Safe and welcoming neighborhoods and commercial corridors
- Well connected transit and equitable access
- Measurable contributions to the vitality of the region

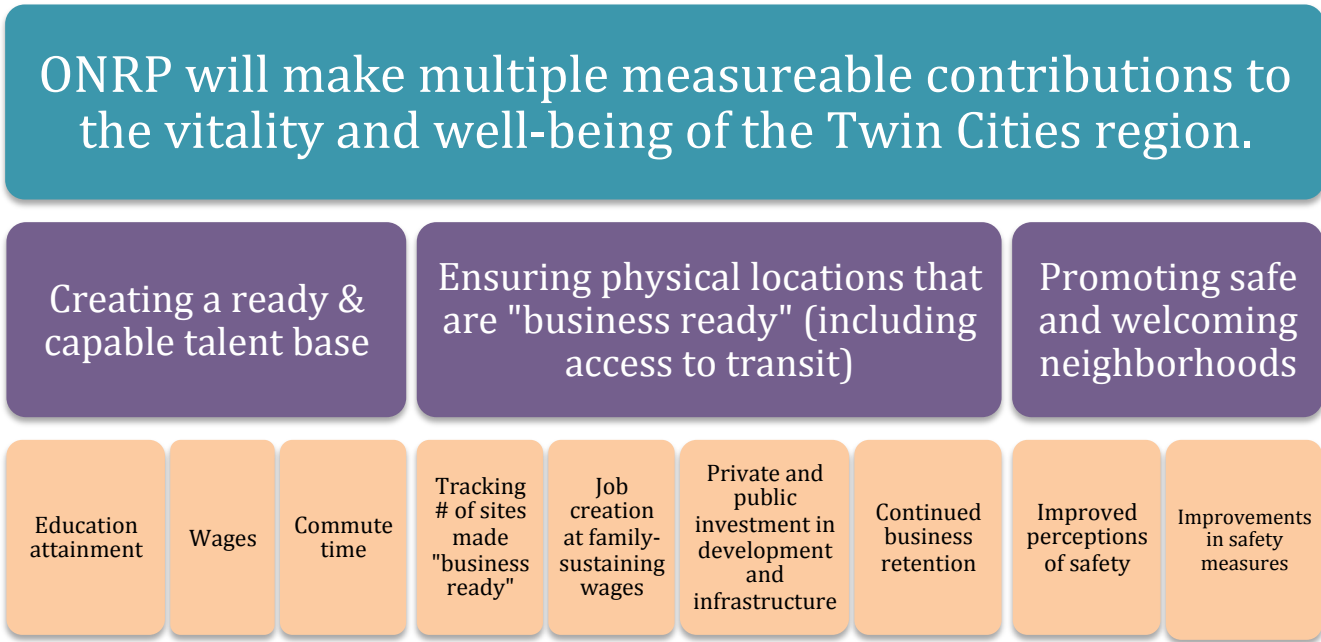
The group had significant discussion about how North Minneapolis brings "measurable contributions to the vitality of the region" and also reviewed, with Peter Frosch, the GreaterMSP regional indicators dashboard. The group found several specific dashboard measures in which the ONRP collective impact could make obvious and direct contributions: family-sustaining wages, poverty rate, commute time, weekly wages, and employment gap by race. The group affirmed that our collective work can improve the measures on which Northside numbers typically bring down regional averages, AND, bring other measures/goals forward that are unique contributions (assets) to our regional profile.

In further discussion, key elements that emerged included:

- A continuing need to be attentive to “branding” the community differently to address perception issues. This comes up in multiple ways, particularly with respect to perceptions of safety. Participants discussed ways to build on community surveys to assess perceptions of safety both among residents and among others in the region. There was also a related point about using our aggregate data (among many projects) to highlight trends in both perception and real improvement in peoples’ lives.
- The value of expressing progress in terms of dollars coming into the community (in investment and wages) and how those dollars circulate within the community. Creating comparative understanding of how money flows may be a meaningful approach to helping others engage in an equity conversation.
- We always need to keep in front of our work a resident focus, answering the immediate question: what will be obviously better for me, as a result of these efforts?

Identifying our Collective Value Propositions

As the group moved to clarify goals and measures, there was agreement that housing efforts are largely well organized at other tables and that ONRP need not track it as a separate goal. The group also affirmed that an overarching goal/vision is to articulate our “measurable contributions to the region”. With that, participants affirmed the following goals and metrics:



The group affirmed that staff should continue to refine this, shifting language as needed so that it fits with actionable items from among our collected projects. Further work will be needed to collectively establish baseline data points for these metrics, target goals for meaningful periods of time, and then specific discussion at the project level about what changes/adjustments are needed so that we, in fact, obtain the collective impact we are seeking.

Tawanna said that we would be in touch regarding scheduling for an expected bi-monthly meeting. With that, she thanked the group for their effort and the meeting was adjourned.