

Empowering
Neighborhood
Leaders



The Power of a Party

Rochester's Neighborhood Resource Center
R Neighbors
Providing tools to grow GREAT neighborhoods



Opening Doors
to the Future
NUSA
2019
Palm Springs
CALIFORNIA



Session Objectives

- We will explore that neighborhood associations are imperfect and experience rough situations but the group can move forward by engaging volunteers of diverse interests and backgrounds to contribute leadership.
- There is power in a party. Bringing neighbors together creates community which is the glue that holds groups together and empowers future leaders.

Session Agenda

- RNeighbors
- Video
- Neighborhood Resources
- Kutzky Park Neighborhood
- Slatterly Park Neighborhood
- Unexpected "Parties"
- Takeaways
- Q and A (15 minutes)

Presenters

- Cathy Clermont, Slatterly Park Neighborhood
- Kelly Corbin, RNeighbors Board
- René Halasy, RNeighbors Executive Director
- Tim Hawkins, Kutzky Park Neighborhood & RNeighbors Board



Demographics

Rochester, MN



POPULATION

112,225 ROCHESTER, MN
(2015 US Census)

213,873 ROCHESTER METRO AREA
(2014 US Census)

10% OF POPULATION IS
FOREIGN BORN

12% ENGLISH AS A SECOND
LANGUAGE

80+ LANGUAGES

MORE THAN 80 DIFFERENT
LANGUAGES ARE SPOKEN IN
ROCHESTER

RACE/ETHNICITY

85% WHITE/CAUCASIAN

5% BLACK/AFRICAN AMERICAN

6% ASIAN

4% HISPANIC



Source: 2017 DMC Rochester Market Facts Infographic

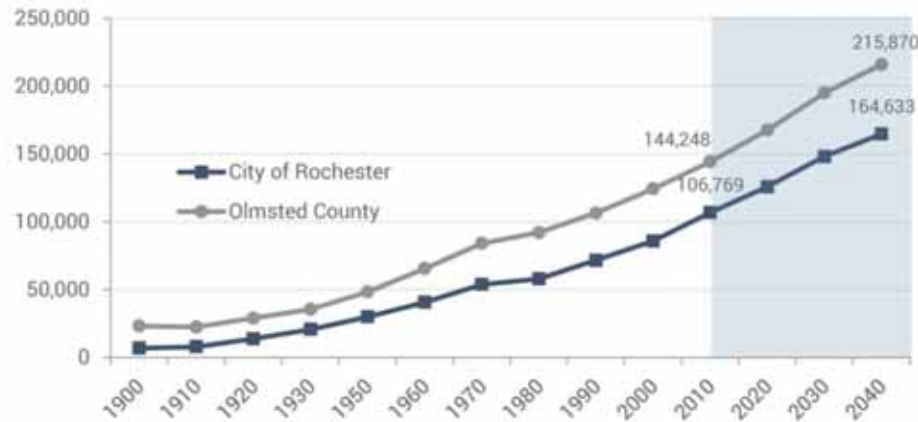
Demographics

Rochester, MN



- Minnesota's third-largest city
- Home of the Mayo Clinic and IBM
- Destination Medical Center (DMC) is a \$5.6 billion 20-year economic development initiative
- 2010-2040, it is estimated the population will grow by 57,900, growth of 54%

FIGURE 1.14: POPULATION TRENDS



Source: U.S. Decennial Census and Rochester-Olmsted Planning Department projections



Organization History

- 1990 Named #1 City to Live
- 1996 Mayor's Advisory Council on Neighborhoods created from core neighborhoods requests for city assistance
- 2001 Rochester Neighborhood Resource Center incorporated as nonprofit (2005 Name change to RNeighbors)
- 2019 Budget of \$113,000 funded by the City of Rochester
 - Staff of one with volunteer board
 - Mission: To empower citizen leaders to create sustainable neighborhood networks that promote a vibrant, healthy and livable community.





Engagement

Civic & Social Involvement

// Being neighborly isn't just a matter of etiquette—it's what creates a **community**, often with lasting benefits for its residents. In fact, studies show that Americans who socialize regularly live longer. //

Source: AARP Livability Index





Engagement Civic & Social Involvement



<https://vimeo.com/307138337>



Neighborhood Resources

Tools for Neighbors to Organize Around

- Mayor's Council on Neighborhoods
- Meeting Signs
- Movie in a Box
- Block Party Trailer
- RNeighbors.org
- Ordinance Highlights Booklet
- Project Grants
- Litter Bit Better
- RNeighborWoods
- RColorful Corners



Additional Info & Handouts at www.RNeighbors.org



Kutzky Park Neighborhood Association



Present

- Vibrant, urban core neighborhood located in the heart of Rochester, blocks away from Mayo Clinic
- Tree-canopied streets and park
- Homes built in 1910-20s in a wide diversity of architectural styles
- Surrounded by employment, shopping, dining, and recreational opportunities
- Housing price range: \$195k-\$320k





Kutzky Park Neighborhood Association (KPNA)



Past

- 1990s brought drug activity and crime
- Large homes divided into fourplexes
- Blight properties and slumlords
- Neighborhood elementary closed
- Park was neglected
- KPNA focus was on public safety, land use, and revitalization

Photo Source: Rochester Area Foundation First Homes,
<http://www.firsthomes.org/learn-more/stories-publications/restoring-neighborhoods-one-home-at-a-time.php>





Kutzky Park Neighborhood Association



Situation

Over time neighbors not interested in zoning and housing stopped attending association meetings. KPNA membership was stagnant.

Solution

Formation of a Social Committee to:

- Get more individuals actively involved
- Market the neighborhood as a fun and safe place to live





Kutzky Park Kutzky Krawls



- Wine Tasting
- Sunday Funday
- Progressive Dinner
- Happy Hour





Kutzky Park Egg Hunt

HOP OVER TO THE KUTZKY PARK EGG HUNT
When: Saturday, April 20
Rain or Shine
1-3 year old hunt 3:30- 3:45
4-6 year old hunt 3:50 - 4:05
7-10 year old hunt 4:10 - 4:25
Gather at the Kutzky Park Tennis Courts with a camera to take a picture with the giant Kutzky Bunny



- 4,000 eggs (stuffed at adult social events)
- Different age groups
- NOT labeled "Easter" Egg Hunt
- Positive activity in Kutzky park





Kutzky Park Halloween Parade



- Grew out of volunteer ask – empowered her to organize event
- Kids and pets
- Use sidewalk around a large city block
- Access to old elementary gym in case of rain



Kutzky Park Fitness in the Park



- Yoga, Zumba and HIIT
- Activating city park with positive activity
- Everyone is invited across city
- Different instructors each week

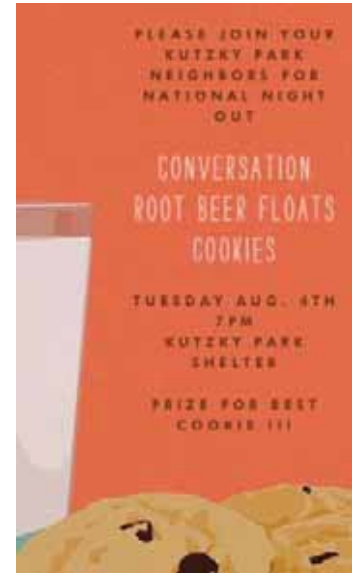




Kutzky Park National Night Out



- Door prizes solicited from neighborhood businesses
- Activating city park with positive activity
- Everyone is invited including renters, home owners, and businesses



Kutzky Park Conclusions



- Don't get discouraged, it takes time and patience to build a team*
- Variety of events
- Be open-minded
- Find people who are passionate and empower them



*Team members don't have to be a board or a committee member, but anyone who likes to help out and make the neighborhood stronger.

Slatterly Park Neighborhood Association



Present

- Vibrant, urban core neighborhood located a short walk from downtown
- Tree-canopied streets and park with a river
- Homes built in 1900-30s for workforce housing
- Small homes with small lots are attractive to young people, especially those without cars
- Close to the farmers market, library, and downtown nightlife
- Housing price range: \$135k-\$210k



Slatterly Park Neighborhood Association (SPNA)



Situation

- Labeled as a undesirable part of town to live in, the NA focused on bringing public art and positive recognition to the neighborhood
- Created an annual street fair called Art on the Ave (AoA) in 2009 with artistic vendors, live music, and a sculpture installation
- Provided city residents the opportunity to see positive aspects of the neighborhood, dispelling the reputation of being poor and crime ridden
- Became a popular flagship event (Power of a Party!) for the NA which took many volunteer hours to organize and to staff on day of
- Conflict developed between association members and AoA, who eventually separated from NA and became a 501c3 nonprofit organization



Photos from Art on the Ave 2018, taken by Barb Lehman Schilling.

Slatterly Park Neighborhood Association



Solution

- Made do with what was left
- Realigned neighborhood association to focus on neighborhood connections
- Utilized remaining board members to make connections and door-knock encouraging participation in tree planting and next steps
- Recruited temporary leadership
- Worked on events and activities that bring neighbors together
- Encouraged leaders and volunteers to pursue what they love



Slatterly Park Bridge Planting Doris



- Prior to her SPNA involvement Doris quietly pulled weeds in public spaces and secretly planted flowers
- Planted perennials in front of Elementary school and maintains it
- Brought together neighbors in a project beautifying a bridge that crosses Bear creek
- Worked with MN DOT and the City of Rochester on bridge design that honors the history of the neighborhood
- Organizes the planting, weeding, and cleanup of bridge by enlisting volunteers

Slatterly Park Winterfest

Maddy



- High school freshman, 14 years old
- Started SPNA involvement with sidewalk chalk art
- Applied for board position and became Events Chairperson, making a positive impact on the group
- Winterfest is a new SPNA event Maddy created, and she has increased kid friendliness of existing events
- Adult board members give Maddy all the support she needs to be successful, like driving her to the store and paying for project supplies

Slatterly Park Music & a Movie Caitlyn & Maddy



- Helped to expand 10 year old Music & a Movie
- Recruited local business to sponsor and cover costs, small donations from more places
- Invited a food truck and a coffee booth instead of asking volunteers to spend an evening cooking hotdogs
- Games and prizes for the kids to play while waiting for it to get dark
- Chose slightly older movies like Goonies or Jumanji for a more age-varied crowd

Slatterly Park Welcome Baskets



- Caitlyn remembered her mother delivering baskets of bread to new neighbors
- She went to community businesses for coupons, business cards, flyers, and menus
- Material was compiled with a soda bread kit and placed in a baking pan
- Started delivering baskets alone but soon others called for a kit to welcome their new neighbor
- Have transitioned to homemade soap and air fresheners



Slatterly Park Street Mural Cathy



Photo Source: by Kelvin Andow

- Created in 2007, the street mural was designed and painted by SPNA members
- Has to be repainted each year because of harsh MN winters
- Family friendly event, imperfections are ok
- An opportunity to visit with neighbors
- Learning curve with mural painting
 - Street paint only comes in red, yellow, blue, black, and white
- A source of neighborhood pride, directions are given based on mural location

Slatterly Park **Conclusions**



- SPNA has learned a lot in the last four years since the separation with Art on the Ave
- Diversified events to include more people with different interests
- Expanded our business sponsors
- Opened board leadership roles up
- Kept a connection with Art on the Ave
 - Both groups are stronger being separate, able to focus on their own missions
 - Partnering with Art on the Ave to place a public sculpture in the park this fall





Unexpected "Parties"

Build neighborhood cohesion in unexpected ways and keep an eye out for the "not usual suspects".

- Oak Terrace/
Homestead:
Zumba
- Homestead
Addition:
Sidewalk Edging
- Eastside:
Park Sign Planting





Takeaways

Lessons your neighborhood can use

Working with Humans is Tough

Conflict happens when people work together. It's ok. Keep an open mind, listen, and try to honor all opinions. Decide when to move on.

Mix It Up

Have leadership AND events as diverse as your neighbors are.

Unexpected Champions

Be on the lookout for those neighbors who are passionate about something and empower them to play a part.



Debbie Dukart (Eastside NA) being presented the Consider it Done Award by Mayor Norton, given to recognize the neighbor who may not lead projects or tasks, but works in the background to get things done and will always come to rescue for any task or event that needs a helping hand.



// **Community** - the sense of belonging and acceptance regardless of age, race, beliefs and background and the ability of a group to **welcome everyone's creativity.** //

-M. Scott Peck



Empowering
Neighborhood
Leaders



The Power of a Party

Rochester's Neighborhood Resource Center
R Neighbors
Providing tools to grow GREAT neighborhoods



Opening Doors
to the Future
NUSA
2019
Palm Springs
CALIFORNIA