

Standish-Ericsson Neighborhood Association

Board Meeting Minutes
Monday, March 14, 2016

Approved as presented 4/11/16

ATTENDANCE:

Community Members: Council Member Andrew Johnson, Sam Newberg, Andy Root, Michael Lander

Board Members Present: Betsy Born, Megan Dawson, Susan Fall, Andy Fuller, Marcie Golden, David Kaplan, Molly McCartney, Luis Morales, Kelly Morrell, Paul Kolodge, Emily Resseger, Nathan Shepherd

Board Members Absent (excused) Erik Baxstrom, Kassie Church, Katherine Pederson DeLong

Board Members Absent (unexcused):

Staff: Shirley Yeoman, Bob Kambeitz

Meeting started without quorum at 7:02. Those present introduced themselves and welcomed our new members.

Quorum was achieved and Molly McCartney, President, called the meeting to order at 7:10 p.m.

Consent Agenda Items -- Items Previously Sent To the Board

Motion was made by David and seconded by Betsy to approve the consent agenda, as amended, which includes the minutes of the January 11, 2016 meeting and the February 10, 2016 Annual Meeting. Motion approved with the minutes as amended. Add to agenda – Update from Sam, Michael & Andy on proposed development at 38th & 28th; Move water quality up on the agenda to allow Emily's early departure.

Elected Officials and Guests – Forum for City Council/County Commissioners/State Sen. or Reps or other officials to update on issues related to the neighborhoods

Andrew Johnson – Ward 12 City Council Member

- Talked briefly about proposed development at 38th/28th
- Fiber optic internet in the ward has been rolled out this year to 24th Ave – still working on technical limitations that are keeping it from the rest of the area
- Parklets – working with city staff about possible locations; thinks Angry Catfish would be a great location. Colossal – wouldn't qualify. In future might extend it to dining service into the street
- Resurfacing in Standish – Ward 12 more projects than any other Ward – should be approved on Friday. Bob asked about the assessment process – Andrew explained how it is figured. Each neighbor pays a different amount. Special assessment notice has been sent out to all property owners. Resurfacing is much less expensive than a street reconstruction. They will repair any curb that needs repair. Kelly asked if they will replace any curb cuts that don't meet ADA requirements. Andrew wasn't sure, but will look into it.
- 46th Commercial – there are a couple more interested businesses, including 3 Brothers in St. Paul and a local nearby coffee shop owner
- Bob – questions about street work done by private industry in the neighborhood and what he sees is a poor job refilling them in. How can he address that? Andrew says that some of them are temporary and will be redone by the city. If he has specific locations he can look into it.

38th Street Development Sam Newberg, Michael Lander, Andy Root

- SENA will be hosting an informational meeting regarding a proposed development at 38th Street & 28th Ave. Meeting will be at GFMB church; 2600 E. 38th Street. Sam Newberg and Michael Lander talked about the proposal.
- Mixed use project wraps around The Social Cupcake building
- This is a partnership between Andy Root (who owns the Cupcake building & the Northbound Smokehouse building) and the Lander Group. They wanted to introduce themselves before the project starts.
- Meeting next Monday will answer a lot of questions. Michael sees the station as a “lake” that people want to live near. Beginning nucleus of a new place.
- They have reviewed the Station Area Plan for the 38th Street Station area and think there plan fits well with what’s in the plan.
 - The plan would connecting the node to station and do more with the station area itself than we have now
 - Concept plan – started conversation with downtown
 - Next generation of what came out of the 2007 plan
 - Lander Group feels their best role is when they’re helping the community develop what they want. They are Ttrying to demonstrate what he calls a village scale. Want to fit into the scale of the neighborhood.
 - They will need community help to find the perfect people to help populate the new commercial spaces
 - Property will need to be rezoned – C2 or OR2
 - Include bus turnaround – creating new street to allow that and a public plaza
 - 2 and 3 storyish (one part 4 stories set back)
 - They are working on acquiring property – have met with Metro Transit – attempting to purchase six houses – have 3 under contract – communications with other 3 are positive
 - 4 buildings on the master vision – hope to start construction this fall. Other will take longer – acquiring properties, etc. 2017 or 2018 before it’s done.
 - Cardinal will stay in place
- Andrew – sent out direct notice to 300 addresses around the site
- Bob – what are expectations from the meeting – informational and opportunity to influence the design and project

Election of Officers

All four of the current executive officers are willing to continue serving: Molly McCartney – President; Betsy Born– VP; Emily Resseger – Treasurer; David Kaplan- Secretary. Molly asked for any additional nominations. None were made.

Motion was made by Kelly and seconded by Nathan to accept the slate presented: Molly McCartney – President; Betsy Born– VP; Emily Resseger – Treasurer; David Kaplan- Secretary. Motion approved.

Financial Reports

- Shirley reviewed financial reports included in the Board packet.

Project updates:

- Lk Hiawatha/Minnehaha Creek Water Quality project Emily
 - Emily briefly reviewed details – this is a grant from Hennepin County concerning Hiawatha/Creek water quality. The work focuses on education about what people can do. Formal start was March 1. Emily, Bob and Shirley all attended an introductory workshop on March 3.

- Met with Quality of Life - kickoff event will be on earth Day – April 21. Will include gargabe pick up. Talking about working with the clean water pledge. We did find out at the workshop that we need to do some kind of pre-work survey to compare with – need to brainstorm on how to do that best. Separate meeting in the next couple of weeks – would love to have more people involved
- Mural project – Dokken Building - 28th Ave & 42nd Street – Bob reporting
 - Articulture contacted us about doing a mural in the neighborhood. They are working with the Audobon society and need to have a project completed by August. They will bring in students, artists and funds. We can plug in however we want to.
 - He has cleared the space – owner and nearby tenant and things are moving forward. Anticipate the project will start in late April
- Welcome Committee – Kelly reporting
Nothing to report yet – no one signed up at the annual meeting
- SkillShare – Kelly reporting
 - Four events are planned/scheduled:
 1. April: bike maintenance - Willie Lee;
 2. May: native plants Roxanne Stuhr – will do it out of her garden,
 3. June composting -
 4. July – still open
- Façade Improvement Grants – Shirley reported
 - We have signed the contract and have started promoting the grants. A postcard was sent to all eligible businesses. We’ve already had a lot of interest expressed. Shirley reviewed the list of interested businesses.
 - BDT will act as our review team
 - Molly noted that she attended the BDT meeting and sent a follow-up e-mail to BDT list. We need to beef up that committee.

E-Newsletter

Betsy wondered what the resolution was with Chris no longer doing the newsletter. Bob has taken that on. One issue went out. He is still figuring out details and working to make sure all information there is relevant.

Strategic Planning discussion - See Attachment A – RFP- SENA Strategic Plan

Molly presented the document to the board for approval. The Executive Committee and Nathan reviewed and edited the document.

- One question – what do people think about including budget – David says he always adds his budget range; believes you get a more honest response. He also adds while we’re a non-profit and have budget constraints we will not necessarily pick lowest bid
- Nathan – is the 24th enough time for questions to come back? David – he will generally have already called vendors. Seemed to think the timeframe was okay.
- Total is 5 pages – Molly used format from Council of Non-profits
- If we don’t get people we like we can start over.

Motion to approve the RFP Document as presented and proceed with the process was made by Betsy and seconded by Luis. Motion approved

Luis will also serve on selection committee

Board training/retreat in April/May?

- There seemed to be agreement that this would be appropriate.
- Molly will do a doodle poll and get something set up.
- There was some discussion of content for the retreat – need to talk about work groups

Molly noted to the Board formally that Shirley has informed the Board of her intention to retire at the end of 2016.

Motion to adjourn was made by Nathan and seconded by Marcie.

The meeting adjourned at 8:30

Minutes submitted by: _____
Shirley Yeoman, staff

Minutes approved, March 14, 2016 _____
Molly McCartney, President

Next meeting:
Monday, April 11, 2016
6:30 – 8:30 p.m.

SENA Mission Statement:

The Standish-Ericsson Neighborhood Association brings neighbors together to build on the strengths of the Standish and Ericsson neighborhoods – stability, diversity and concern for others.

Request for Proposals (RFP) for a Three to Five Year Strategic Plan for the Standish-Ericsson Neighborhood Association (SENA)

- I. General Information
- II. Summary/Background
 - a. Mission
- III. Purpose of Project
- IV. Scope of Services/Work
- V. Deliverables
- VI. Schedule/Timetable
- VII. Selection process
- VIII. Submission Requirements (length of submission)
 - a. Summary of proposal
 - b. General description of recommend activities
 - c. Work plan
 - d. Staffing Plan, Including Resumes
 - e. Budget
 - f. References
- IX. Proposal Submission
- X. Additional Information
- XI. Proposal review and assessment

I. General Information

Project Objective: To develop a three to five year strategic plan.

Issuing organization: Standish Ericsson Neighborhood Association (SENA) 1830 East 42nd Street Minneapolis, MN 55407

- RFP Issued: Week of March 14th, 2016 – issue RFP
- March 24 – RFP questions submitted to SENA must be received by 5:00pm
- April 1 - SENA will email all questions and responses to all consultants who have asked questions
- April 14, 2016 – Due Date for Proposal by 5:00 pm
- April-May – SENA consultant selection committee review proposals and interview 1-2 candidates
- May 9 - SENA board to review committee recommendation and approve entering into contract with consultant
- Post May 9 - award contract, activities underway
- June-Feb 2017: board, community engagement, other activities

The policy of the SENA is to solicit proposals with an honest intention to award a contract. This policy will not affect the right of SENA to reject any or all proposals.

Contact for Further Information: Shirley Yeoman, Neighborhood Coordinator, shirley@standish-ericsson.org 612-721-1601

II. Summary/Background

Standish Ericsson Neighborhood Association (SENA) is seeking consultant services for the development of a three to five year strategic plan based on the needs identified through a community engagement process, an evaluation of existing business practices and services, and consideration of new services in the context of uncertain funding environment. The project has been budgeted at \$20,000 to \$25,000.

Background

Founded in 1991, the Standish-Ericsson Neighborhood Association (SENA) is a volunteer-based, non-profit organization dedicated to sustaining and improving the Standish and Ericsson neighborhoods of Minneapolis, Minnesota. The organization operates to inform and involve community members and to develop the processes to promote the quality of life in our neighborhoods.

Two staff Neighborhood Coordinators report to a fifteen member Board comprised of people that live, work, or own property in the Standish and Ericsson neighborhoods. Funding for SENA comes from a variety of sources, including the City of Minneapolis' Community Partnership Program, state, county and foundation grants as well as funds raised from neighbors and businesses.

Our Mission

The Standish-Ericsson Neighborhood Association brings neighbors together to build on the strengths of the Standish and Ericsson neighborhoods - stability, diversity and concern for others.

III. Purpose of Project

The development of a strategic plan has become a high priority given recent changes to major funding sources and demographic change for the SENA community.

The City of Minneapolis terminated the main source of income for neighborhood groups, the Neighborhood Revitalization Program (NRP) in 2012. SENA drew down on NRP fund balances by completing of a number of strategies from our NRP Action Plans. These strategies included a low-interest home improvement loan program, capital investments in parks, and other "big ticket" items that generated a lot of interest and volunteer activity. Since this funding has gone away, there have been times when SENA seems to have struggled with identity and the organizational direction now that there is no large funding source. SENA continues to spend down its remaining NRP funds each year when the budget is not covered by existing income sources.

In addition to changes to finances, SENA'S longest serving employee (20 years) is retiring at the end of 2016, which presents an opportunity to consider how SENA is staffed, realign duties that have been done by paid staff, as well as the physical location where the organization resides.

At the same time NRP has gone away, our neighborhoods have experienced demographic changes. First time home buyers and families with young children are more prominent. This is reflected in the SENA Board as well, with most members under 40 years old and living in the neighborhood less than 10 years. There is more multi-family housing along the Blue Line LRT, but the organization struggle to get renters involved with SENA. The rise of social media and online discussion forums have moved many conversations that SENA once coordinated to electronic platforms like Facebook, E-democracy.org, and NextDoor.com. With these changes and financial challenges, a strategic planning process is needed to survey the community and re-align SENA's work with a community vision.

IV. Scope of Services/Work

The SENA Board is seeking a consultant to lead the board and staff through the process of developing a three to five year strategic plan. The plan will articulate SENA's vision/mission and include the goals, objectives and actions steps that will guide the organization for the next three to five years. It will include an innovative strategy for moving forward during times of growth.

Some of the questions we want to address are as follows:

- What should be SENA's areas of strategic focus?
- How can continue to add value to the Standish and Ericsson neighborhoods?
- What is the unique niche SENA can play in the neighborhoods?
- What do residents, business owners, and workers in Standish and Ericsson consider to be essential programming for SENA?
- What partnerships can/should be developed?
- What services can be delivered more efficiently and more economically?
- Are there new areas of programming that should be considered?
- How will funding priorities be set? Budget cuts determined? How will changes affect current staff and the organization's structure?
- Are there new funding opportunities and/or new funding streams?

We want the process to incorporate innovative community engagement activities and include staff, board members, and the community. The consultant will work with a Strategic Plan Committee, made up of members of the Board, SENA staff and other neighborhoods leaders.

V. Deliverables

A final strategic plan document must include the following in detail:

- Implementable community engagement activities. Innovation is encouraged.
- Strategic areas of focus and service priorities for the next three to five years
- Goals and objectives to meet priorities
- Services and programs (both current and new) that will support goals, including partnerships with other organizations
- Necessary skills for staff to carry out programs
- Possible new funding streams

VI. Schedule/Timetable

Work to begin in June and take place over the next 6-8 months, culminating with the 2017 SENA Annual meeting.

VII. Selection Process

The Strategic Plan Committee will review all proposals. In evaluating proposals, price will not be the sole factor. The Committee may consider any factors it deems necessary and proper, including but not limited to: price, quality of service, response to this request, experience, staffing, and general reputation. The final decision rests with SENA Board. See the scoring criteria at the end of this doc.

VIII. Submission Requirements

In responding to this RFP please use the following format. Response to RFP should be no more than five pages in length, plus attachments.

Section 1. Summary of the Proposal

Provide a brief summary of Sections 2 through 6 of your proposal.

Section 2. General Description of the Planning Activities Recommended

Provide a brief statement of your understanding of the requested effort.

Section 3. Work Plan

Provide information about proposed activities that would involve key stakeholders such as the board, staff, and community. Provide a timetable for completing the process within the timeframe in Part VI.

Section 4. Staffing Plan, Including Resumes

Please identify each person who will work on the project and identify his or her role. Also provide a resume and references for the team.

Section 5. Budget

For each task in Section 3, please identify the expected hours of staff members identified in Section 4 and the total cost. SENA will reimburse the consultant for those tasks completed associated with developing the strategic plan. Identify the total billing rate for each project member. Please identify detailed costs for anticipated meetings, in the following budget format as a guide:

Activity	Staff	Hours	Project cost
		total	

Section 6. References

Please supply the names of three references for which you have worked on similar projects. Include the current contact information for each reference.

IX. Proposal Submission

Proposals should be prepared in a straightforward manner to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.

Questions concerning this RFP shall be emailed to Shirley Yeoman, Neighborhood Coordinator, at shirley@standish-ericsson.org by 5 p.m. on March 24. The questions and answers will be shared with all respondents to this RFP via the SENA website standish-ericsson.org by April 1.

Submit three printed copies to SENA, 1830 East 42nd Street Minneapolis, MN 55407 and an electronic (PDF) file via email to shirley@standish-ericsson.org. Deadline for receipt of proposal is no later than 5 p.m. April 14, 2016. Address the Proposal to:
SENA Strategic Planning Proposal

SENA Board may request representatives of a bidding organization to appear for interviewing purposes.

SENA will reach a decision on awarding the contract no later than June 7, 2016. (June Board meeting). Proposers will be notified the week of June 13th.

X. Additional information

Consultants may provide any additional information, such as examples of similar work it feels would assist SENA in the selection process.

XI. Proposal Review and Assessment

The Strategic Plan Committee will evaluate proposals and the highest-ranking Proposers may be asked to make formal presentations to SENA Board.

Consultants will be evaluated on the following criteria. These criteria will be the basis for review of the written proposals and interview session.

The rating scale shall be from 1 to 5, with 1 being a poor rating, 3 being an average rating, and 5 being an outstanding rating.

REFERENCE EVALUATION (Top Ranked Proposer)

SENA will check references using the following criteria. The evaluation rankings will be labeled Satisfactory/Unsatisfactory.

QUALIFICATION	STANDARD
Overall Performance	Would you hire this Proposer again? Did they show the skills required by this project?
Timetable	a) Was the original Scope of Work completed within the specified time? b) Were interim deadlines met in a timely manner?
Completeness	a) Was the Proposer responsive to client needs; did the Proposer anticipate problems? b) Were problems solved quickly and effectively?
Budget	Was the original Scope of Work completed within the project budget?

Proposal Evaluation

	Pt.	9-10 Points	6-8 Points	4-5 Points	0-3 Points
Understanding of our Org, the Context & Task	10	Includes information and analysis about SENA that shows evidence that the firm is already deeply engaged in understanding our organization.	Includes accurate and useful information about SENA beyond what we provided that contributes to the strength of the proposal.	Presents basic and generic understanding of SENA, quoting from or paraphrasing information we provided them	Offers little or no context for the planning process and little understanding of our organization.
Project Approach	30	Project approach has a theory base as well as customized and tailored strategies and steps unique to the context of our agency.	Some application of our context to the steps in the project approach. Process seems somewhat customized adapted or altered for our needs.	Applies basic steps with some referencing of how the process might be adapted for our needs.	Depends on clichés or overgeneralizations for support, approach seems like it is copied from a textbook.
Consultant Firm Experience	20	Established firm with clear client list with fully developed theoretical approach and/or stated practice foundations. Evidence the firm is engaged in the community and committed to building the field. Makes clear connections between past client experiences and deliverables sought in this process.	Established firm with clear client list and applies past experiences with clients to this planning process and approach. Makes clear connections between experience and deliverables sought in this process.	Established firm with clear client list and provides some information beyond general service descriptions such as case studies of similar clients.	New firm or firm with a basic few if any related clients referenced or discussed. Proposal describes services offered.
Primary Consultant's Experience	30	Track record of providing consulting services, significant neighborhood org experience, beyond 10 years career experience in leadership positions in addition to consulting experience.	Track record of providing consulting services, neighborhood org and less than 10 years career experience and some evidence of mgmt qualifications or leadership positions	Track record of providing consulting services, limited neighborhood org exp., less than 3-5 years career exp. and little evidence of mgmt qualifications.	Limited consulting experience, neighborhood org experience, less than 3 years career exp. and little evidence of management qualifications.
Cost Proposal	10	Clear cost structure within 5% of other proposals and proposes ways to minimize costs of the project.	Clear cost structure within 5% of other proposals.	Clear cost structure but either significantly 20-30% higher or lower priced compared to other proposals.	Lack of rationale for cost proposal, unclear or masked consulting fees such as blended rates for consultants or added on administrative fees.