



**Lowry Hill East Neighborhood Association**  
**Wednesday, November 18th, 2020**  
**6:30pm-8:30pm**  
**Virtual**

**Board Members:**

Pete Boisclair  
Katie Mae Dickinson  
Alicia Gibson  
Kari Johnson  
Bernadette Knaeble  
Jordan Millikan  
Manny Minter  
Kevin O'Hara  
Eric Ortiz  
Jordan Peacock  
Mariah Weitzenkamp

**Staff:**

Paul Shanafelt  
Scott Melamed

**Membership Attendance:**

**Meeting Agenda:**

- Call to Order & Welcome - *Alicia Gibson*
  - Welcoming statements
  - Meeting expectations
  - Ice breaker
  
- Approval of September Meeting Minutes - *Alicia Gibson*
  
- Approval of Agenda and Rules of Order - *Alicia Gibson*

- President's Report - *Alicia Gibson*
  - **Motion A:** SW Journal Letter of Intent
    - Motion to approve submitting a Letter of Intent to the sellers of the Southwest Journal to begin the process of negotiations for a purchase.
  - Public Safety Forum 11/23, Bender, Frey
- Executive Director's Report - *Paul Shanafelt*
  - Q&A
  - Discussion: Strategic Plan & Priorities for 2021
- Treasurer's Report - *Kevin O'Hara*
  - **Motion B:** Treasurer's Report
    - Motion: LHENA approval of the monthly treasurer's report.
- Committee Business.
  - **Motion C:** Motion to approve of Zoning & Planning Committee's Wedge Development Vision - *Rachel Usher, Zoning & Planning Committee Chair*
  - Committee Volunteer Needs
  - Committee Q&A/Updates
- New Business & Announcements
  - Alicia update
- Adjourn

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Attendees: Paul Shanafelt, Jordan Peacock, Alicia Gibson, Jordan Millikan, Katie Mae Dickinson, Bernadette Knaeble, Mariah Weitzenkamp, Eric Ortiz, Pete Bosclair & Dane ?, Kari Johnson, Rachel Usher, Kevin O'Hara, Stephen Benson

- September Minutes Approved
- Agenda Approved
- Presidents Report - Motion A
  - Alicia provides context, argument
  - Bernadette: Unclear how this fits LHENA's remit.

- Kari responds, SW Journal as one of the only outlets covering our area in depth. Wants to ensure editorial independence.
- Katie sees it as a big resource to other neighborhood associations. Can offer significantly cheaper printing.
- Alicia: SW Journal already has the distribution for 35k homes. They pay a significant # of people on the margins for that distribution.
- Pete: We currently spend \$10k once a year for our annual newsletter, so this effectively pays for itself in two years. Local coverage is kind of a pre-req toward better accountability.
- Jordan M. sees potential benefits, but the fact that this has been on sale for a year and no one's bought it seems iffy, and what the long term financial commitment is.
- Alicia: We can't run it, it would have to be set up separately.
- Jordan M: if they can't run it profitably now, how would it be turned around or sustainable?
- Jordan P: Test the hypothesis of whether SW Journal is profitable currently or not.
- Kevin: Wants to better understand what are the steps after the letter of intent.
- Alicia: Institute for Nonprofit News has nearly half their workforce in the SW Journal distribution zone, so there's a lot of local support/expertise.
- Paul: Next step.
- Kari: See it as an investment opportunity.
- Paul: Part of our organizational sustainability. Paper was in fact profitable and is being sold due to owners retiring.
- Kari: What does the City of Minneapolis have to say?
- Paul: We have talked to Sarah (exec director at Kingfield) and the understanding is that we could use program income to finance, but will run past NCR.
- Eric: Ran a survey, SW Journal has been around for 30 years. 247 responses. Asked if people wanted it saved (97% yes). Asked if people would be willing to pay to support it (89% yes, \$5-50/month). Other opportunities; working with businesses beyond advertisements. Examples in WI; Madison 365, some others in US and internationally.
- Unanimous consent to move forward with Letter of Intent
- Public Safety Forum Mon 11/23, Lisa Bender & Mayor Frey. 7-8:30pm, recorded
  - Eric will be moderating.
  - Pete will be looking at questions from the community
  - 20 minutes for LHENA questions, 20 minutes community questions, 1 wrap-up question.
  - We have ground rules for participation and will disclose when people sign into the Zoom. Based on our current code of conduct.
- Executive Director's Report/Outreach Report
  - Late 2018 first strategic plan developed; expires end of 2020.
  - Cf. attachment

- Glaring gaps: outreach to marginalized communities
- Paul: What is the plan going into 2021? Roll this ahead, revise, or start from scratch?
  - Questions to consider: -what stands out to you? -what is missing? It can be a priority we did not achieve, or something that's not in this plan entirely. -in your mind, what should be prioritized in 2021?
- Jordan M: Does not feel we have the org energy to start from scratch. Tweak/refocus makes sense. Past 7 months, a lot of focus has been on meaningfully helping our neighbors. That's easier to do near-term due to the crises; continuing that would be great to see.
- Jordan P: ^^
- Katie Mae: ^^, highlights the demographic/representation gaps
- Eric: ^^, ways to raise money/new revenue streams, make that an intentional practice; on a quarterly basis or w/e
- Kari [missed]
- Kevin: Big ? is the city budget, what will our capacity/constraints be? Notes that food share grant runs out at the end of the year.
- Bernadette: Theory of Change/Conflict Resolution Center, change matrix with LHENA's values was the major document that came out of that. It took many months to get it done. Thinks that this plan should be run with for at least another two years. Bring in people and \*ideas\* that are marginalized. We need to look east; Whittier and beyond.
- Mariah: The hope is that we haven't shifted dramatically from this document; it seems reassuring that there has been continuity, but financial stability does seem worth highlighting, Some shame saying that diversity/inclusion/equity/addressing racism still has a ways to go. Likes what we're focusing on as a neighborhood.
- Alicia: Had a community workshop to let them weigh in on the focus, and a survey. A lot of 1:1s. Rachel/Alicia/Scott talked a lot.
- Rachel: A lot of hard work and love went into it. It was exhaustive and exhausting. You should always reflect on it, edits probably work more by shifting focus/editing/culling, not adding to it.
- Alicia: re: equity, would love for staff to be bringing best practice ideas to it. Targeted different languages? Basic things to translate (welcome message, for instance). Financial situation \*should\* be marginally ok next 2 years, so we potentially have a year to try out all the crazy ideas. Mutual aid is a response to equity primarily economic but overlaps with race and other things.
- Pete:
- Paul: We don't have to have this done by Jan 1, but aim maybe to have any revisions ready for next annual meeting makes sense. More conversations after the holidays.
- Treasurer's Report:
  - Kevin: Draft budget to share with the board next month.
  - Unanimous adoption of report

- Z&P Development vision
  - Rachel: How to best engage neighborhood, developers. A developer scorecard. Neighborhood outreach re: development in the Wedge. All happening in parallel somewhat.
  - First, understand what the vision for built environment in the Wedge is. Synthesis of prior work.
  - Goal setting for where we want to be, series of 4 priorities
  - From here, a granular scorecard will be created, can be used for new projects
  - Set a goal for sustainability, but that's not just for new projects, but for existing built environment.
  - Strategic plan is for the org; this is for the neighborhood.
  - Alicia: What is the plan for the current scorecard?
  - Rachel: This vision and coordination with adjacent neighborhoods and The Alliance would inform amendments to the scorecards. Meeting with Kingfield, Whittier in coming weeks, how their documents are complementary to ours.
  - Wants something that speaks the language of developers, but reflects our values.
  - We want there to be policies in place that \*require\* developers to engage with neighborhoods. St. Paul has this, Minneapolis does not. We're doing the work so that the city can say "yes, do that".
  - Alicia: What is the anticipated timeline?
  - Rachel: Unsure, next few months?
  - Alicia: What's the process?
  - Rachel: Reason to ask for the support of the board is so that we can be proactive and public.
  - Kari: Previously had addressed concerns, and will be supporting this as the current draft addresses prior concerns
  - Alicia: Priority 4 reads differently from the others: It's a statement of value. The original priority was lifted from the Alliance scorecard, and that prior language matches the formatting of the other priorities.
  - Rachel: Wanted to pull "equitably" out of the statement because its meaning was unclear in the context. Equity is implicit in the developer's engaging through the community/neighborhood. Equity is addressed in priority 1.
  - Alicia proposes alternative language: "Equitably engage the community, particularly those most affected by the development, throughout the life of a project.", or simply "Engage the community, particularly those most affected by the development, throughout the life of a project."
  - Pete: Thinking of pre/post COVID ability to meet for Z&P, planning meetings, etc. A lot of older, whiter people speaking. One aspect of equitability is to highlight types of owners/renters.
  - Rachel: Wants to pull out "those most affected" since we can't quantify that without defining it much more clearly.
  - Rachel: Concern with proposed design vs. throughout life of project.

- Revised: “Engage the community in a sustained and inclusive way. It is fundamental to the vitality of our neighborhood that those seeking to develop within the Wedge engage our community throughout the life of a process.”
- Temperature check: majority approves, Jordan P abstained
- Alicia: Question about process/next steps? What is the outline for how this looks?
- Rachel: We’ll know more after the next Z&P; esp after everything has changed in 2020.
- Alicia’s Resignation: Katie Mae will be serving as president. Next time we meet will choose a new president/vice president.
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