



# Letter from the Chairman of the Board

Greetings Victory Residents and Businesses:

Another year of neighborhood volunteerism has passed. The summaries below highlight many grass-roots, volunteer driven efforts to enhance the safety and livability of our community, including installation of 15 rain gardens, implementation of a composting education program, the expansion of our business façade improvement grant program, the development of a plan for improving pedestrian safety at 44<sup>th</sup>-Penn, the development of a more green friendly home improvement loan program, the delivery of quarterly newsletters, and the success of our annual garage sale, concerts at the flagpole, movies in the park, and annual ice cream social. These low-cost improvement programs and social events have been especially important to sustaining the livability of our community during this significant economic recession.

In addition, the ViNA Board oversees the invaluable services of our neighborhood office, such as answering resident's questions, linking residents to the appropriate city services, maintaining a neighborhood website and other communication tools to keep residents informed of important occurrences and events in the neighborhood, and delivering welcome packets to new neighbors (when identified by friendly neighbors such as yourself). But perhaps the least visible and most important role of your neighborhood organization is the responsibility to provide a voice for residents and to advocate for your interests in matters affecting the safety and livability of the neighborhood, such as occurred this past year with regard to bus routes and Victory Memorial Drive improvements.

All of these programs, events and services are realized with the financial support of NRP Phase I and II funding and successful grants written by volunteers. None of the programs or events would occur without the help of over 150 volunteers. With NRP funding being a one time resource that is coming to an end, the efforts of volunteers and charitable donations are increasingly important to sustaining these programs. While some resources to support neighborhoods are expected through the newly established Neighborhood and Community Engagement Commission (NCEC), those resources will be more limited. So as you reflect back on the year past and look forward to even better days ahead, please consider how you benefit from ViNA programs and how you might help ensure safe and enjoyable future by offering to volunteer if only for a few hours at a ViNA event, starting a block club, joining a committee, making a donation, or offering a helping hand to a neighbor. Best wishes!



Sincerely,

Matt Massman

## Inside this issue:

Building Community	2
Livability	2
Business	3
Camden Farmers Market	4
Housing	4
Environment	5
Sustainability	6
Financial Report	7

## Special points of interest:

- *Community events in Victory are brought to you by our dedicated volunteers.*
- *The Camden Farmers Market had a successful second season*
- *ViNA received a 2nd Great Streets grant in 2009*
- *A new "green" Home Improvement Loan Program will roll out soon .*
- *ViNA received a Community POWER grant*

## Building Community

by Ann Kaari

The Victory Neighborhood Association had another wonderful year of community building events and activities which would not have been possible without the terrific volunteers in our neighborhood. Because of their efforts, we were, once again, able to provide a Holiday Lights Contest, Spring Cleaning Day, the 15<sup>th</sup> Annual Garage Sale, Salvation Army Pick-up, a Memorial Concert at the Flagpole, the 16<sup>th</sup> Annual Ice Cream Social and our 3<sup>rd</sup> annual Movie Night at Victory Park next to Loring School.



ViNA hosted a "pit stop" at the flagpole for the third annual Minneapolis Bike Tour

The Robbinsdale City Band performed patriotic music at our Memorial Concert and we were fortunate to have a moving flag ceremony provided by the Charles Knaeble VFW Rituals Squad. Our Garage Sale had over 75 participants and, once again, drew people from all over the city and our neighboring suburbs, thanks to the efforts of Kristin Nalezny and Lee Arvidson. Volunteers at the Ice Cream Social served over 500 sundaes and we thank Andrea Walker at I & I Real Estate and Jon Olson's Dairy Queen for their financial support of this event. Many of our events could not take place without the support of Webber Park Director, Emily Wolfe, and her staff. Movie Night at the Park attracted about 200 adults and children to watch the movie *Bedtime Stories* and enjoy free popcorn and lemonade. We continue to partner with other neighborhoods in Holiday on 44<sup>th</sup>, which is in its 12<sup>th</sup> year and will be held on December 4, 2009, the Camden Alliance of Neighborhoods (CAN!), and the North Side Housing Fair. We continue to be a member of the Northwest Minneapolis Business Association. We wish to thank Duane Atter and Lara Bollweg for all their hard work in a successful 2<sup>nd</sup> year of the Camden Farmer's Market and lastly the Victory Flagpole will be an official stop for the Minneapolis Bike Tour on September 20.

We know that our neighborhood attracts new residents because of the variety of community building events and activities we are able to provide as well as our affordable and well constructed housing stock. We hope to be able to continue to provide this variety of positive and fun activities for our residents but could not do it without our wonderful volunteers. As our funds need to stretch even further every year, financial support from our residents will be necessary. ViNA is a non-profit 501©3 organization and all donations, large or small, are tax deductible.

Thank You Victory Volunteers! Some of you volunteer year after year and you helped us make this year another success and we appreciate all that you do. If you would like to join the Events Committee, or have ideas you would like to share, please contact the ViNA Office – 529-9558. We have a neighborhood we can be proud of and our residents make the difference!

*None of this would be possible without the wonderful volunteers and partners we have.*

## Livability of the Victory Neighborhood

by Kris Brogan

**The mission of the Livability Committee is ...To improve and maintain the public safety, economic development, education and recreational resources, and overall quality of life for Victory Neighborhood through collaboration with government, commerce and communities; through the diversity of those who work, and/or live here; and through the empowerment of people to take action."**

The Victory Neighborhood Livability Committee has had another informative year having heard from several speakers during its monthly meetings including Shannon McDonough and Lt. Mike Sauro who discussed crime prevention and very interesting comments from Lt. Sauro about the process regarding calls about criminal activity, police action, and results. The committee also heard about the Restorative Justice program in the City and the City mediation efforts.



October 10 Livability Committee  
=Community Policing Plan

A large group of residents attended a meeting on creating a food co-op in the Community. There was a follow-up meeting with Annie Young who was very encouraging. There is a group of neighbors who are ready to take on the challenge and work toward bringing a food co-op to the community.

We encourage all members of Victory to come to the meetings to discuss issues on their block or in nearby areas, to work together to learn more about what the community can do to be healthy, and to get to know more neighbors and businesses. Currently the committee meets the second Saturday of the month at The Warren, 44<sup>th</sup> and Osseo Road from 9:45 to 11:00.

# Our Local Businesses—Victory Business Association

by Matt Massman

The Pedestrian Needs Study for the 44<sup>th</sup> and Penn Avenue intersection that was underway at the time of the last annual report was completed in October and presented to the full neighborhood at the October, 2008 monthly meeting. Much of the committee's volunteer efforts since that time have been dedicated to promoting the recommendations laid out in the study in an effort to secure the important public resources necessary to see real progress at the intersection. While the study's recommendations have received consistent, positive feedback and support from residents at various community events over the past year, finding the resources needed to realize the pedestrian friendly vision called for at our primary business area is an ongoing effort. Achieving actual implementation is the hardest part; continued vocalization of the importance of such public improvements to neighborhood livability is important to making the case for change. The study may be viewed at [www.victoryneighborhood.org](http://www.victoryneighborhood.org) under Useful Links.



The Victory Business Association is working to implement the 44th and Penn Pedestrian Study

In November, the Business Association successfully applied for another grant from the City of Minneapolis *Great Streets* program. This grant awarded \$30,000 to ViNA to fund business façade improvement grants consistent with the vision for the intersection laid out in the Pedestrian Needs Study. In August of this year, ViNA awarded its first such façade improvement grant to Emily's F & M Café in support of windows, a new entry door, exterior lighting, exterior painting and refurbishment of the traditional signage on the front of the building. Emily's has been a fixture of the 44<sup>th</sup> and Penn business intersection for over 40 years and we are grateful for their commitment to the neighborhood and private investment. We will continue to work with businesses to promote facade improvement grants over the next year.

In February, the Business Association applied for third grant from the City of Minneapolis *Great Streets* program. This proposal was unsuccessful, in large part because city staff would like to first see more progress toward implementation of the improvements identified in the Pedestrian Needs Study, thus underscoring the importance of prioritizing public economic development investments in neighborhood improvements such as 44<sup>th</sup>-Penn. As the year came to a close, the committee also took on responsibility for making recommendations to refresh the annual holiday lights contest to make it more of a business promotion and community building event. As always, big and small volunteer opportunities are available that could truly help improve the integration of business and residents, for example, you could:

*...volunteer opportunities are available that could truly improve the integration of business and residents.*

- volunteer to maintain a list of neighborhood businesses and periodically review the ViNA website for accurate and current information and links to community businesses and forward recommendations for changes to ViNA staff for implementation (estimated time commitment—3 hours every other month);
- volunteer to complete a previously initiated projected intended to identify home-based businesses in the neighborhood so that those businesses can be listed on our website and will be more likely to utilized by residents—this helps keep private spending in the community and establishes relationships that could turn into to future store front businesses (estimated time commitment—20 hours, none ongoing);
- volunteer to develop a plan and work with businesses to promote plantings and flowers—(estimated time commitment—10 hours planning, 20 hours next Spring); or
- volunteer to help identify and recruit businesses we (community residents) want to see in vacant storefronts—(estimated time commitment—5 hours per month).

The business association is for residents and business owners and meets the third Wednesday of the month and for occasional special meetings. Contact the ViNA Office for more information.

What **three** independently owned businesses would you miss if they disappeared? If half the employed population spent **\$50** each month in locally owned independent businesses, it would generate more than \$42.6 billion dollars in revenue For every \$100 spent in a locally owned independent stores, **\$68** returns to the community through taxes, payroll and other expenditures. If you spend it in a national chain only \$43 stays here. Spend it on-line and nothing comes home. It only takes **1** person to start the trend—YOU . Pick 3 Spend 50—Save your local economy



# Shop the Camden Farmers Market

by Lara Bollweg

The Camden Farmers Market had a very successful second season that began on July 9<sup>th</sup> and runs Thursdays from 3-7 pm through October 1<sup>st</sup>, 2009. The season started with an opening celebration hosted by ViNA and Cookie Cart. Residents Duane Atter and Lara Bollweg continue to serve as co-market managers at the Warren. The market had five farmers this summer that sold primarily vegetables and some fruit and flowers – all locally grown. Through grants from the City of Minneapolis and ViNA, the marketing efforts were increased to include yard signs, posters, fliers, presence at neighborhood activities, Facebook (“Camden Farmers Market, Minneapolis”) and an e-mail account (camdenfarmersmarket@gmail.com). The neighbors have been extremely supportive of the market and continue to support it week after week. The market had an average attendance of 200-250 per week and even had over 300 for a couple of weeks. The most popular addition to the market this summer was the “Best of the Market Boxes” in which a different farmer each week puts together a generous small box of diverse produce for \$5. Numerous neighbors come back every week to try a new box. The farmer typically sells 30-40 boxes per week. We look forward to another successful season next year.



Fresh locally grown food is available at the Camden Farmers Market

# Housing

by John Trombley

Like the other North Minneapolis neighborhoods, Victory has been hit by the foreclosure crisis and the accompanying downturn in the housing market and declining property values. Over the last year ViNA has been working to protect our housing stock by taking steps to become aware of vacant properties and assuring that they are being maintained. This is most often accomplished by residents reporting properties to us, keeping a watchful eye on them and very often mowing the lawns or shoveling the sidewalks themselves. At the same time ViNA has been working hard to promote the neighborhood as a great place to live, work, shop, learn and play and encouraging home buyers to avail themselves of the great value in our housing stock. The vigilance by residents and promotion by ViNA appears to be paying off as we are seeing many new home buyers moving into the Victory Neighborhood. This is attested to by the fact that we have distributed more than 30 Welcome Packets this year and are having a hard time keeping up with the requests for more.

*The new Home Improvement Loan Program (HILP) will make available low interest loans for “green” home improvements*

In December of 2008, in order to further assist home buyers and create permanently affordable homeownership opportunities in the Victory neighborhood, ViNA partnered with the City of Lakes Community Land Trust (CLCLT) to provide four \$5,000 grants for home buyers who participate in CLCLT’s Homebuyer Initiated Program. This program provides significant affordability gap funding to low-to-moderate income households who want to become owner occupants in Victory.

This past year the Housing Committee has gone through a transition. The Revolving Home Loan program was suspended while we established new guidelines for the Phase II home loans programs. This has been a work in progress, but ViNA is very close to rolling out the new Home Improvement Loan Program; the Board of Directors has given their approval to the new guidelines and they are currently being reviewed by the loan administrators. The new program will make available low interest loans for nearly any kind of home improvements as long as they meet the new “green” guidelines. The new guidelines will encourage home owners who are making home improvements to make them energy efficient and environmentally friendly. In addition the new program will increase the maximum loan amount and reduce the interest rate, making them affordable. We hope to have all the contract issues worked out soon and have the new program up and running so we can get the funds into the community and help make Victory a better place to live. Please watch in the future for more announcements. If you would like to see the current guidelines please contact the office. We do want to make an appeal to the neighborhood, we need your input and we need you to join committees. We NEED folks for the Housing Committee to oversee the new Home Improvement Loan Program (HILP) and implement other housing strategies in our Phase II NRP Plan.



The ViNA Housing Committee works to maintain the housing stock of the neighborhood.

# Environmental Victory

by Diane Spector

The Environment Committee was very active in the past year, taking on several new projects as well as continuing efforts to complete the Ryan Lake Trail project.

The highlight of the year was the Rain Garden Party. ViNA partnered with the nonprofit Metro Blooms to hold a Rain Garden Party with the goal of planting at least 15 rain gardens in Victory. Metro Blooms received a grant from the City of Minneapolis, and ViNA received a grant of \$1,000 from the Shingle Creek Watershed Management Commission and contributed NRP phase II funds to fund this project.



Deep rooted native plants are used in raingardens , which help stormwater infiltrate rather than run off.

The project started with a “pre-workshop” workshop for about 50 residents covering rain gardens as well as other topics on environmentally-friendly landscaping practices and how they can help water quality in Ryan and Crystal Lakes and in Shingle Creek. Participants then attended a Metro Blooms “Part A” workshop to learn how to plant and maintain a rain garden. Seventeen ViNA residents applied and 15 were selected to participate in the Rain Garden Party. Landscape architecture students from the University of Minnesota helped the residents design their rain gardens, and a crew from the Minnesota Conservation Corps dug the gardens. Residents were then responsible for purchasing plants, planting, and maintaining their rain gardens. The Environment Committee is working on offering the Rain Garden Party again in 2010.

Another significant achievement that will continue into 2010 is the successful application for a \$12,000 grant from Community Power to provide information and hands-on training to residents in and outside of the neighborhood as well as students from Lor-ing School on waste reduction activities. The grant has three components: promoting vermiculture and worm recycling; promoting the use of nontoxic cleaners and lawn care products; and improving general knowledge of waste reduction through education and outreach. “Environmental Victory” kicked off in August 2009 and will continue through August 2010. A community pre-test survey was taken at the 2009 Ice Cream Social to document knowledge and practices before the campaign, and a post-test survey will be conducted at the 2010 Ice Cream Social.

*ViNA has been awarded a \$12,000 Community POWER grant to educate the Camden Community on how to reduce trash and reuse and recycle .*

The first annual Victory Garden Tour was held on August 2 to showcase rain gardens and other gardens in the neighborhood. This self-guided tour was well-attended and will be held again in 2010.

As part of the ongoing Ryan Lake project, ViNA received a grant from the National Park Service that will be used to purchase benches, a picnic table, and a trash receptacle for Ryan Lake Park. A landscape architecture intern has revised the plaza plan, which will be incorporated into the trail project. The Committee continues to work with the Park Board to prepare for paving the trail at the lakeshore and with Public Works on designing the trail underpass under Osseo Road. We are hopeful that at long last these projects will be completed in 2010, enabling the completion of the shoreline restoration plantings.

Finally, the committee recommended to the Board which subsequently adopted a Street Improvement Policy Statement requesting earlier notification of street improvement projects from the city and county, and an emphasis on reducing new impervious surface, restoring vegetated boulevards, and the use of trees and native vegetation in street projects to increase evapotranspiration and infiltration.



ViNA in partnership with Metro Blooms and with help from the Minnesota Conservation Corps, installed 15 raingardens through the Rain Garden Party

# Sustaining the Victory Neighborhood Association

by Gary Mortensen

The Mission of the Sustainability committee is ...To insure the long-term sustainability of the Victory Neighborhood Association (ViNA) through financial, volunteer and structural development.

The last year was an exciting year for the Sustainability Committee as we continue to grow our capacity and continuously work toward our mission of increasing the long-term sustainability of ViNA. The committee has worked on several initiatives to meet our goals, which are highlighted below:

- Create and implement a long-term financial development plan.

The committee submitted several grant proposals throughout the year to assist with programs to improve the Victory Neighborhood. The grants were submitted for the completion of a market scan of the business nodes in the neighborhood, design a streetscaping plan for 44<sup>th</sup> & Penn Avenue North and develop a program to improve housing stock in the neighborhood.

- Build volunteer capacity for the Victory neighborhood.

To increase volunteer capacity for the Victory Neighborhood Association the committee has listed volunteer opportunities on VolunteerMatch.com. This website is a resource where individuals looking to volunteer can enter their zip code and volunteer opportunities in the area are compiled. These listing will help ViNA to attract volunteers outside of the traditional methods and hopefully bring new volunteers to the organization. In addition, these volunteer job descriptions developed for VolunteerMatch will also be posted on the ViNA website.

- Communicate Victory neighborhood strengths and opportunities with neighborhood residents & outside interests.

To increase awareness of ViNA programs in the neighborhood and to keep residents better informed the committee began work on a communications plan. The plan looks at the use of social media in conjunction with our current communication vehicles; emails and quarterly newsletters. By using social media we will be able to provide the neighborhood with additional vehicles to reach residents and open the lines of communication, allowing ViNA to be more proactive to residents needs.

In addition to the added communication vehicles the plan looks at updating the website to include more efficient processes to register property complaints and suspicious activity in the neighborhood, include a donation page and give residents the ability to purchase Victory Gear.

- Foster a sense of community in the neighborhood through outreach to new and existing residents. Strengthen management processes and retention of historical neighborhood information.

To increase our outreach in the community the committee sets up booths at ViNA supported events to recruit volunteers and answer resident's questions. In August, members of the ViNA board attended Block Parties throughout the neighborhood to inform residents about upcoming ViNA events.

The committee continues to update the Welcome Packet. We have created a new design for the packet and have begun the process of pulling content.

We have made strong progress this year, but there are still many initiatives to complete. In the upcoming year the committee will work to implement the communications plan, encourage increased volunteer involvement and provide additional funding sources through fundraising and grant writing.

Thanks to all the volunteers in the neighborhood who have contributed your time and insight to these projects. It is your continued support of ViNA that makes our neighborhood association strong.



# Financial Report

2008-2009

BALANCE 9/01/08

\$20,798.89

## INCOME

NRP Implementation Grant	\$34,233.00
NRP Crime and Safety	\$1,107.81
NRP Youth Corps	\$7,570.10
NRP Environment Program	\$1,740.00
GRANTS	
CPED - CDBG	\$2,000.00
Great Streets	\$13,426.30
Community POWER	\$7,200.00
IATP (Farmer's Market)	\$180.95
Professional Services	\$21,408.00
Program Income	
Garage Sale 15	\$504.00
Ice Cream Social 16	\$812.85
Contributions	\$243.00
<b>TOTAL INCOME</b>	<b>\$90,426.01</b>

## EXPENSES

Association Fees	
Attorney General Registration	\$25.00
NW Mpls Business Association	\$75.00
<b>TOTAL FEES</b>	<b>\$100.00</b>
Committee Activities and Programming	
Block Club Grants and Copies	\$484.19
Rain Garden Party	\$2,609.61
Farmers' Market	\$544.95
Youth Corps	\$4,640.00
Community POWER project	\$140.00
Lincoln Statue Restoration	\$2,045.94
Great Streets	\$3,426.30
<b>TOTAL COMMITTEE ACTIVITIES</b>	<b>\$13,890.99</b>
Communications	
Camden News	\$1,200.00
Flyers	\$25.00
Newsletters	\$1,064.67
Internet Service	\$369.53
Website	\$325.00
<b>TOTAL COMMUNICATIONS</b>	<b>\$2,984.20</b>
Community building activities and programming	
Band concert	\$350.00
Garage Sale 15	\$201.20
Holiday lights	\$150.00
Holiday on 44th	\$500.00
Ice Cream Social 16	\$1,178.73
Meetings (refreshments, space)	\$72.49
Movie in the Park	\$240.00
NOMI	\$75.00
Spring Cleaning Day	\$79.57
Victory Garden/Loring School	\$130.00
Volunteer Recognition	\$50.00

(Continued on page 8)

# Financial Report

2008-2009

(Continued from page 7)

<b>TOTAL COMMUNITY BUILDING</b>	<b>\$3026.99</b>
Insurance	
Liability Insurance	\$219.00
W.C. Insurance	\$441.00
<b>TOTAL INSURANCE</b>	<b>\$660.00</b>
Office	
Copies	\$331.08
Computer Hard/Software	\$84.99
Phone/voicemail	\$621.93
Postage/mail permit	\$750.01
Rent	\$4,350.00
Supplies	\$934.69
Utilities	\$600.00
<b>TOTAL OFFICE</b>	<b>\$7672.70</b>
Staff	
Coordinator	\$40,179.38
Mileage	\$211.04
Parking	\$6.00
Treasurer	\$50.00
Training	\$45.00
<b>TOTAL STAFF</b>	<b>\$40,491.42</b>
Taxes	
Employers tax	\$3,123.12
Unemployment tax	\$134.00
<b>TOTAL TAXES</b>	<b>\$3,257.12</b>
<b>TOTAL EXPENSES</b>	<b>\$72,083.42</b>

**BALANCE 8/31/2009**

**\$39,141.48**



2008-2009 Board of Directors.  
Chairman: Matt Massman  
Vice Chairman: Gary Mortensen  
Secretary: Diane Spector  
Treasurer: Ann Kaari  
Michael Anschel  
Kris Brogan  
John Trombley

