



Prospect Park Association, July 20, 2024
Board Subcommittee on Prospect Park Community Guide
“Welcome Packet” and Size of Newsletter Minutes

Present: Ian Gorodisher, Abe Kao, Andy Mickle and Lynn Von Korff

Topic: Reduce the Size of PPA’s Newsletter

Goal: Retain newsletter’s improved visual design while reducing its size.

Background: Liza, PPA staff, added many visually appealing graphics to the newsletter. Everyone agreed the newsletter is much improved. At the same time, its size has increased to roughly 8GB, about 16 times its previous size. As a result, each newsletter has to be downsized before being added to the website, which is a tedious time-consuming task. Also, the large size creates potential problems for users with limited data capacity.

Committee Action:

- Ian volunteered to study PPA’s newsletter software application(s) and figure out solutions.
- Liza will collect the following for Ian while she prepares the August 1st 2024 newsletter:
 - List each software application she uses to create the newsletter, including applications used to publish, such as MailChimp, and applications used for source materials, such as Canva, pdf, photoshop type apps, etc.
 - Create an electronic folder with copies of everything she inserts into the August newsletter (e.g. photos, flyers, pdfs, etc).
 - Share the above material with Ian.
- After the August newsletter is published,
 - Ian will get the material above and access to relevant PPA software applications, such as MailChimp, and figure out what changes need to be made.
 - Lynn will set up an in-person meeting with Ian, Liza, and herself (back up resource).
 - Ian will demonstrate changes to be made.
 - Liza will implement changes in October’s newsletter

PPA’s Prospect Park Community Resource Guide or “Welcome Packet”

Purpose/Background: The purpose of the “Welcome Packet,” created in 2022-23, was to help PPA serve and reach renters. It was also a way to get PPA’s name and activities known to renters – thereby hopefully increasing renter participation in PPA. The project was initiated by PPA’s Renters’ Rights group, a subcommittee of Community Building Committee at the time. The “Packet” was to be updated three times per year by staff using PPA equitable engagement funds. A key aspect of the project was to make the “Packet” available to 25-50 community partners, (i.e. businesses and community

organizations located in Prospect Park that serve renters) to they could share it in turn. Unfortunately, the plan did not work in part because the Canva version was not shared with the public by community partners.

Committee Action:

The committee recommended the following given PPA's limited resources:

- Discontinue the Canva version of the "Welcome Packet."
- Update the "Prospect Park Community Guide" on the website using the more up-to-date material from the Canva version. Use the Packet's interactive links and graphics, when feasible and usable, to make the web version visually attractive.
- State PPA's role in the updated Prospect Park Community Guide—to help PPA reach out, serve, and involve renters (see previous page).
- Include the Renters' Rights resources in the updated website Guide.
- Remove the link to the "Welcome Packet" on the main page of the website and remove the web pages with the non-interactive copies of the "Welcome Packets" at: <https://prospectparkmpls.org/neighborhood/residents/welcome-packet.html>
- Andy will update the "Prospect Park Community Guide" on the website—yippee and much thanks! The "Prospect Park Community Guide" is located here on the neighborhood website: <https://prospectparkmpls.org/community-guide/index.html>

Outreach/2025-26 Equitable Engagement Recommendation to PPA Board of Directors

Committee members brainstormed more effective ways to reach Prospect Park renters and young people:

- Distribute information about PPA, renters' rights, voter participation, etc. when the Tower is open to the public, especially during a "Rock the Tower" type event. Music is good.
- Distribute information about PPA at neighborhood events that attract renters.
- Ask MPRB for permission to install a sign (lan - what do you call this?) on Tower Hill where we can list upcoming PPA and neighborhood events.
- Ask community partners, such as Fresh Thyme, Surly Brewing, Pillars, etc., to distribute PPA brochures or other materials to customers.
- Door knock in Prospect Park distributing information about PPA, renters' rights, and voter registration in collaboration with community partners, such as CM Wonsley's office.
- Hold more in-person meetings at various locations, including board and small group discussions, community meetings etc. (The next in person community meeting is at Malcolm Yards on September 23rd.)
- Hire a contractor to take board minutes and administer/set-up the hybrid system so we can hold in-person meetings all year.

Committee Recommendation: PPA's 2025-26 Equitable Engagement Plan, due to NCR this fall, could include the board working with renters and young people to develop an outreach plan that better meets the needs of renters and young people.