

**PPERRIA Community Meeting**

**June 1, 2015**  
**PPUMC**

**6:30 pm**

**Board of Directors Present:**

1. Richard Adams
2. Eric Amel
3. Stu Anderson
4. Judy Britton
5. David and Sigrid Coats
6. John Cushing
7. Kate Donahue
8. Diana Dukich
9. Tony Garmers
10. Dick Gilyard
11. Susan Gottlieb
12. Del Hampton
13. Ken Hampton
14. Tamara Johnson
15. Sally & Charles Jorgensen
16. Martha Joy
17. John Kari
18. Tom Kilton
19. Christina Larson
20. Florence Littman
21. Eric Lueneburg
22. Andy Mickel
23. Vince Netz
24. John Orrison
25. Dick Poppele
26. Joe Ring
27. Evan Roberts
28. Robert Roscoe
29. Serafina Scheel
30. John Wicks (Wendy Absent)

**Board of Directors Absent:**

1. Phil Anderson
2. Dick Brownlee
3. Steve Cross
4. Dick Kain
5. Susan Larson-Fleming
6. Dorothy Marden
7. Karen Murdock
8. Peggy Rejto
9. Bill & Jane Seeley
10. Ladan Yusuf

**Members & Community-at-Large Present:**

1. Nick Lamoreaux, Cue Labs
2. Brandon Henrie, Cue Labs
3. Cora McCorvey, Minneapolis  
Public Housing Authority
4. Janet Smith, Minneapolis Public  
Housing Authority
5. John Dukich, member
6. Kent Petterson, member
7. Elaine May, member
8. Lary May, member
9. Cam Gordon, Ward 2  
Councilperson
10. Meredith Poppele, member
11. Peter Wagenius, member
12. [illegible]
13. Jessica Buchberger, staff

1. **Welcome & sign-in.** *Christina Larson*, PPERRIA President and meeting chair, welcomed everyone to the meeting at 6:30 pm. and asked that all sign in at the back of the room.
2. **Announcements.** The floor was opened for announcements:
  - A. **PPERRIA Committee Participation.** *Christina Larson* encouraged members to participate on PPERRIA committees.
  - B. **Prospect Park Residential Historic District.** *Joe Ring*, Historic District Chair, announced that on May 12, 2015 the National Park Service listed Prospect Park Residential Historic District on the National Register of Historic Places. The Weekly List of Actions for May 22, 2015 reads as follows:

*MINNESOTA, HENNEPIN COUNTY,  
Prospect Park Residential Historic District,  
Roughly bounded by University & Williams Aves., SE., Emerald St., SE., and I-94,  
Minneapolis, 15000213,  
LISTED, 5/12/15  
<http://www.nps.gov/nr/listings/20150522.htm>*

*Mr. Ring* said that this recognition has taken over 20 years and jested, “this is the last you will be hearing from me.” The community applauded the news—for both the listing and *Mr. Ring’s* efforts.

3. **Discussions/presentations.**
  - A. **Minneapolis Public Housing.** *Cora McCorvey*, Minneapolis Public Housing Authority [MPHA] Executive Director/CEO, addressed the community regarding plans for the preservation of 184 affordable housing units for low-income families and redevelopment of the 13-acre Glendale Townhomes site. Before any project, the MPHA and Minneapolis Community Planning & Economic Development [CPED] prepares a report—which *Ms. McCorvey* held in hand—titled *Glendale Housing Development Project Plan, Draft for Public Review*, dated May 29, 2015 [available online at the CPED website: <http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcms1p-142000.pdf>].
  - B. **PPERRIA Identity Task Force Presentation.** *John Cushing*, Membership and Communications Committee Chair, introduced the Identity Task Force presentation stating that PPERRIA had identified the need to review its identity and cites confusion in logo and image. *Mr. Cushing* then introduced Identity Task Force Chair *Diana Dukich*. *Ms. Dukich* asked the Task Force to stand and be recognized, including *Martha Joy, Andy Mickel, Dick Gilyard, Eric Amel, and John Orrison* [not present]. *Ms. Dukich* then introduced *Nick Lamoreaux* and *Brandon Henrie* of consulting design/visual/brand firm Cue Labs to present the process for the neighborhood and PPERRIA, the findings and recommendations, and to walk through the proposed visual framework. The presentation included information on a neighborhood survey, a word cloud analysis, discovery sessions and their core messages, bench-marking other neighborhood identities, past representations for PPERRIA, impressions of the neighborhood and PPERRIA, history of this governing bodies name, who we are appealing to, and proposed a simplified return to historical roots with the name PPA: Prospect Park Association. *Mr. Lamoreaux* talked to the creative process of development, describing the proposed symbol of the triangle as an abstraction of the hill and the landscape triangles. He said there can be a lot of strength

in shared identity between neighborhood and association, and that putting the park in Prospect Park was a strong strategy. Potential to identify areas within the neighborhood are possible in the identity program. The typeface is to be clean and modern. Cue Labs has provided a style guide with the Work.

The floor opened for neighborhood comment:

*Florence Littman* asked if questions from the Executive Committee are answered. *Diana* said yes, the issue concerned the legal identity of the Association. The Association is legally incorporated as PPERRIA and will remain as such while “doing business as” (or “DBA”) the simplified identity PPA. PPERRIA will obtain a Certificate of Assumed Name for a one-time \$50 fee. *Ms. Littman* also commented that other actual parks in Brooklyn and London have the name Prospect Park and asked how someone knows this is referring to a neighborhood association. *Serafina Scheel* pointed to Uptown area and Uptown Association as having distilled a clear identity that works. *Mr. Cushing* said if we can get folks to understand the PPERRIA name, we could do this. *Mr. Lamoreaux* said that PPERRIA’s need for identity does not practically need to go beyond this region. *John Kari* commented that he is very impressed, citing that the identity themes show an understanding of Prospect Park, and as a representative to the University Alliance, he believes that other neighborhoods have benefitted from better, clearer names, and that the new identity will help. *Richard Adams* echoed support stating that he does not think it needs to be clearer. *Tom Kilton* likes the identity as well and emphasized that the word Association was important for example in reference to the annual cleanup he facilitates: volunteers could have T-shirts using the small italic to identify them as association volunteers. *Andy Mickel* also stated that the new identity does not need further clarity as being a neighborhood association. *Bob Roscoe* asked if there were houses in Prospect Park. Someone responded that houses were most beautiful under trees. *Sigrid Coats* shared two interpretations of the triangle as a symbol of invitation. *Joe Ring* commented that for 20 years he has had to explain the acronym PPERRIA and it is cumbersome, difficult and distracts from what we need to do. *Kate Donahue* [?] asked the community if we lose something from losing ERR [East River Road] from the name. *Mr. Kilton* pointed out that ERR does not exist any long [having been renamed East River Parkway].

*Chair Christina Larson* brought the community discussion to a closed.

4. **Next Community Meeting.** The next community meeting will be June 22, 2015.
5. **Adjourn.** The meeting was adjourned at 8:13 pm.

## PPERRIA Board of Directors Meeting

June 1, 2015

8:13 pm

PPUMC

1. **Call to Order.** The meeting was called to order by chair and PPERRIA President *Christina Larson*. A quorum of the Board was in attendance.
2. **Consent Agenda.** *Christina Larson* presented the Consent Agenda for approval consisting of the Board of Directors meeting minutes for March 23, 2015 and April 27, 2015; Executive Committee minutes for March 9, 2015 and April 14, 2015; Administrative Committee report (including Treasurer's reports) for April 2, 2015 and May 7, 2015; Membership & Communications Committee report for March 11, 2015 and April 9, 2015; Historic District Committee report for May, 2015; Prospect Park-wide Garage Sale Task Force report for May; Midtown Greenway Coalition delegate report for May.

*Florence Littman* motioned to move the Administrative Committee report to the Regular Agenda. *Richard Adams* moved to approve the Consent Agenda as amended. *Martha Joy* seconded. Unanimously approved on a voice vote.

3. **Regular Agenda.** *Christina Larson* presented the Regular Agenda for approval with the addition of the Administrative Committee report under Other Business. *Joe Ring* motioned to approve. *John Orrison* seconded. Unanimously approved on a voice vote.
4. **Reports / Discussions.**
  - A. **Board of Directors Training.** *Christina Larson* announced Board of Directors Training coming up on Tuesday, June 23, 2015 at 7:30 pm. This is not a required meeting.
  - B. **Administrative Change.** *Christina Larson* introduced a new records request form that adheres to state law proposed for use in tracking requests and record keeping. The propose form included in the Board packet is accompanied by prepared letter responses for inquiries. Record requests route to PPERRIA staff, who will review with Association's Secretary as needed. The complete request form and response will be filed.
  - C. **Summer Concert Series.** *John Cushing* announced the Summer Concert Series and said green flyers with the series schedule are available at the entry desk.
  - D. **Stadium Area Advisory Group.** PPERRIA representative to the Stadium Area Advisory Group *Vince Netz* explained the Good Neighbor Fund grant process and reported on the projects approved in 2015. The fund was established in 2007 for neighborhood impacted by the TCF Stadium's construction. \$35,000 annually is earmarked for grants and that annual amount has been augmented by \$90,000 by the Vikings for each of the two years they are using the stadium. Out of ten grants bestowed by the group on the surrounding neighborhoods, PPERRIA received funding for three of four submitted projects. They are:

### ***A Garden to Dye For – Textile Center***

The Textile Center will expand its boulevard garden by planting dye plants that will be harvested for educational dyeing demonstrations throughout the year. Each section will include educational signs about the plants and the colors they create. It will also teach community members about the origins of the textiles they wear. \$4,260 requested.

***Prospect Park Artistic Utility Box Wrap Project***

Three sets of utility boxes along University Avenue will have a custom artistic vinyl wrap with different but complimentary designs to “enhance the visual flavor” of University Avenue. \$12,725 requested.

***Prospect Park Community Concerts: Summer Season Finale Festival***

The project will be a finale to the Prospect Park Summer Concerts season and will include two bands, a giveaway of 200 backpacks full of school supplies, free food, face painting, inflatables and more at Luxton Park. \$1,300 requested. The proposal came to table with \$4000 and was different in that it did not propose infrastructure but an event. Yet the proposal ranked highly for its value.

Prospect Park’s Community Oven proposal for \$11,409.70 was not selected.

[Note: all applications can be reviewed at: <https://sites.google.com/a/umn.edu/good-neighbor-fund/2015-application-submissions-1>]

Discussion: *Del Hampton* asked if money awarded but not spend carries over. Yes. And organizations that complete the work on time are regarded favorably. *John Cushing* asked for a prognosis for the coming cycles. *Mr. Netz* said the money would be less. *Evan Roberts* asked about the SE Como [SECIA] Community Oven proposal that was not selected. A good farm to table group [FairShare Farm] proposed for \$12,200 but it was not selected.

*Chair Christina Larson* pointed out that the Executive Committee served this year as reviewers of the PPERRIA-sponsored proposals because of the brief timeline. Next year a Task Force will be formed around September and needs volunteers. *Mr. Netz* added that active grants will need to submit documentation at 1/3 and 2/3 completion for disbursements. Volunteers are needed to manage that obligation as well.

5. **Action Items.**

- A. **Approval of PPERRIA Identity Study.** PPERRIA Executive Committee moved and seconded:

*Resolved, that the PPERRIA Board of Directors adopts the results of the 2015 PPERRIA identity study.*

Discussion: *Stu Anderson* asked for meta-clarification: is this the end of PPERRIA? The group consensus suggested that only in common usage was PPERRIA ended. *Richard Adams* called the question by again moving to approve the motion. *Serafina Scheel* Seconded. A voice vote was called. Unanimously approved. Applause.

- B. **Approval of Year-end Report to the City on CPP Spending.** PPA Executive Committee moved and seconded:

*Resolved, that the PPA Board of Directors approves the Year-end report to the City of Minneapolis on CPP [Community Participation Program] spending.*

Discussion: *Tom Kilton* moved to put today’s date. *David Coats* seconded. The report as amended was moved for approval. Seconded. Unanimously approved on a voice vote.

C. **Approval of Letter to NPP.** PPA Executive Committee moved and seconded:

*Resolved, that the PPA Board of Directors approves the letter to NPP reporting changes on our budget cancelling one project and relocating the money into other projects.*

Discussion. A vote was called. Unanimously approved on a voice vote.

D. **Approval of PPA Financial Policies.** PPA Executive Committee moved and seconded:

*Resolved, that the PPA Board of Directors approves the PPA Financial Policies.*

Discussion. *Florence Littman* expressed that the move of legal fund to the general fund is ill-considered, reading the Administrative Committee reported aloud. *Ms. Littman* indicated that she contacted *Dick Kain*—the Association’s Treasurer at time—as well as *Lois Willand* and others for their recollection: An amount of money was raised to protest the cement crusher and mix plant site use. Having attorney representation really helped. Garage sale proceeds were matched by Saint Paul Co. City money cannot go in a legal fund. Once it is gone, it is gone. *Ms. Littman* does not feel the question was adequately asked of the membership or the Board. Because it has been around too long is not an adequate reason and is asking to put the money back before it is spent otherwise. *David Coats* spoke to *Dick Kain*’s email of Sunday, May 30. It brings up an ethics question if not remaining a dedicated fund. *Mr. Coats* asked that the Board table and revise. *John Cushing* said he would vote to table yet would like a plan to resolve a policy. *Dick Poppele* asked for a point of clarification on what the motion is. *Mr. Poppele* moved:

*Resolved, to amend the proposed PPA Financial Policies, subsection Procedures for the receipt, processing and dispersal of funds, bullet point #6 to read: “Donations for a specific cause shall be held in reserve until they can be applied to that cause. If the funds cannot be so applied within a reasonable time, as determined by the Board, the funds shall revert to the General Fund or be returned to the donor.”*

Seconded. Discussion. *Florence Littman* said this will make it too difficult: if given for a specific purpose, funds should remain there and doesn’t see how it can go backward. *Vince Netz* called the question. A roll call vote was called [28 total votes cast]. Aye: 20. Nays: 6 [*Eric Amel, Florence Littman, David Coats, Judy Britton, Kate Donahue, Susan Gottlieb*]. Abstain: 2 [*Christina Larson, Andy Mickel*]. The motion was approved.

Returning to original item discussion. *Joe Ring* said this item has been carried in the budget for years. *Andy Mickel* stated that the move was not in good faith. *Mr. Netz* spoke to legal technicalities of moving funds. *Tony Garmers* said the Financial Policies should be tightened. *Dick Poppele* does not support going back to committee.

*Ms. Larson* called a roll call vote [25 total votes cast]. Aye: 15. Nay: 7. Abstain 3. The motion was approved.

E. **Approval of Formation of Glendale Committee.** PPA Executive Committee moved and seconded:

*Resolved, that the PPA Board of Directors approves the formation of a Glendale Committee.*

Discussion. *Christina Larson* pointed out that the people that propose the committee are at another meeting on this very topic. *Andy Mickel* offered support to the purpose of the committee. The comment was made that it has been difficult to reestablish the Glendale Residence Council as required by HUD. *John Cushing* said the Membership Communication Committee endorses formation of the committee yet points to some risks in volatility in light of the redevelopment of Glendale. *Del Hampton* asked if a budget for the committee existed. None yet as the first order of business is to establish the committee. *David Coats* called the question. Seconded. A vote was called. The motion was approved on a voice vote with one abstained.

- F. **Approval of Tower Hill Letter.** PPA Executive Committee moved and seconded:

*Resolved, that the PPA Board of Directors approves the letter to the Minneapolis Park Board and the City of Minneapolis requesting action to care for Tower Hill Park.*

Discussion: none. A vote was called. Unanimously approved on a voice vote.

- G. **Approval of Support for Huron & Essex Hotel.** PPA Executive Committee moved and seconded:

*Resolved, that the PPA Board of Directors approves the Zoning and Project Review Committee-sponsored Memorandum of Understanding and Letter of Support for the Huron & Essex Hotel.*

Discussion. *Andy Mickel* asked about the current factory. A vote was called. Unanimously approved on a voice vote.

6. **Other Business.**

- A. *Administrative Committee April minutes.* *Florence Littman* spoke to what she had earlier read from the Administrative Committee.

7. **Adjourn.** *Chair Christina Larson* requested a motion to adjourn the meeting that was answered by *John Cushing*, Seconded, Approved on a voice vote. The meeting was adjourned.

Respectfully submitted:



Eric Amel  
Prospect Park Association Secretary

APPROVED as amended by the Board of Directors, 22 June 2015.