

## **Neighborhood**

**Neighborhood: Ventura Village**

## **Time frame**

**January 1 – December 31, 2025**

## **Plan detail**

**Native American Communities**

**Below is a generalized template. It will be modified for each group**

Demographic Group #3	<b>Native American Communities</b>
Numbers or percentage	<i>8% of Ventura Village population (approximately 540)</i>
Initiative, activity, project or program	<ul style="list-style-type: none"> <li>● <i>Develop culturally relevant strategies to build capacity and garner input on neighborhood issues</i></li> <li>● <i>Support for establishing effective communication channels between V.V. and Native American residents and/or organizations (both formal and informal)</i></li> <li>● <i>Identify Native American-led initiatives already happening in Ventura Village to learn how V.V. can support</i></li> <li>● <i>Identify &amp; implement strategies to increase ongoing participation</i></li> </ul>
Barriers to engagement	<ul style="list-style-type: none"> <li>● <i>Building relationships can take a long time</i></li> <li>● <i>Lack widespread knowledge of neighborhood organization's work and service on nonprofit boards</i></li> <li>● <i>Prior to 2020 the Native American Community had separate neighborhood funding through MUID and did not have to engage with Ventura Village</i></li> <li>● <i>Many live in secured buildings, such as public housing, where access to residents is difficult or impossible</i> <i>Some live in encampments and move often</i></li> <li>● <i>Other time demands that compete with participation in the neighborhood organization</i></li> </ul>
Outreach and engagement strategies	<ul style="list-style-type: none"> <li>● <i>Contract Community outreach specialist</i></li> <li>● <i>Partner with Native-based organizations to create strategies</i></li> <li>● <i>Work with Franklin Area Business Association (FABA) to implement programs for minority business owners</i></li> <li>● <i>Plan and participate in culturally-relevant community events designed to bring a diverse set of neighbors out to meet one another and engage with V.V</i></li> <li>● <i>Prepare materials to educate residents on how neighborhoods function within the City, and how they can benefit through participation</i></li> <li>● <del><i>Work with community partners to contract with a Community Outreach Specialist to increase participation in neighborhood governing and decision making</i></del></li> <li>● <i>Increase participation in community gardens</i></li> <li>● <i>Support library programs and outreach to increase participation with neighborhood</i></li> <li>● <i>Work with CPS Kali Pliego to educate residents in community safety issues</i></li> <li>● <i>Develop &amp; implement methods to incentivize ongoing participation in the neighborhood organization</i></li> </ul>

Resources needed	<ul style="list-style-type: none"> <li>● <del>Budget for Community outreach specialist</del></li> <li>● Budget for equipment to assist Board members with participation in meetings</li> <li>● Budget for KALY Radio, Alley newspaper and other media outlets</li> <li>● Budget for supplies and contracted services for minority business owners programs</li> <li>● Budget for supplies and contracted services for community gardens and other events and projects</li> <li>● Budget to assist partners to improve community relationships</li> <li>● <b>Budget to incentivize participation</b></li> </ul>
Partners in the work	<ul style="list-style-type: none"> <li>● Local Native American businesses and service organizations</li> <li>● South Minneapolis Peace Keeping Coalition</li> <li>● <b>Our Saviors Church</b></li> <li>● Franklin Area Business Association and Seward Business Association</li> <li>● Franklin Library</li> <li>● Residential Property Owners and Management Companies</li> <li>● Residents, stakeholders and organizations already doing work in supporting the Native American community such as NACDI, AICDC, MUID</li> <li>● Crime Prevention Specialist-Kali Pliego</li> </ul>
Person(s) responsible	<ul style="list-style-type: none"> <li>● Ventura Village Board</li> <li>● Ventura Village Community Engagement Committee Co-chairs</li> <li>● Ventura Village Membership</li> </ul>

<p>Timeline</p>	<p>Q 1 2025</p> <ul style="list-style-type: none"> <li>• Based on outcome of MOU evaluations with partnering organizations, renew contracts.</li> <li>• Where performance standards have not been met, work with partner organizations to modify recruitment strategies and modify contracts .</li> <li>• Identify potential new partner organizations.</li> <li>• Develop incentives to encourage ongoing attendance at Ventura Village meetings and participation in other Ventura Village sponsored events and activities.</li> <li>• Update PSA radio spots (contingent on evaluation and contract renewal)</li> <li>• Update materials to educate residents on how neighborhoods function within the City and how they can benefit through participation.</li> <li>• Develop a workshop for people who might be interested in serving on the Ventura Village Board but need more information before making a commitment.</li> <li>• Keep records of the number of new members and board members recruited by each partnering organization and through direct efforts of Ventura Village</li> </ul> <p>Q2 2025</p> <ul style="list-style-type: none"> <li>• Attend events of partner organizations to make presentations about Ventura Village and help recruit new members.</li> <li>• Prepare MOU's with new partners.</li> <li>• Implement incentive program.</li> <li>• Engage new members in Ventura Village activities (for example: crime and safety initiatives, gardening, Clean Sweep, National Night Out, etc.)</li> <li>• Plan and participate in culturally-relevant community events to bring a diverse set of neighbors out to meet one another and engage with Ventura Village.</li> <li>• Work with CPS Kali Pliego to recruit new members through block clubs.</li> <li>• Air PSA spots on radio stations (KRSM and KALY)</li> <li>• Develop/update and implement communication strategies (e.g. Ventura Village sponsored "hot spots", tablets for board members, website, hand held translation devices)</li> <li>• Continue to update website as a recruitment and communication tool.</li> <li>• Keep records of the number of new members and board members recruited by each partnering organization and through direct efforts of Ventura Village</li> </ul>
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Q3 2025

- Attend events of partner organizations to make presentations about Ventura Village and help recruit new members.
- Implement incentive program.
- Engage new members in Ventura Village activities (for example: crime and safety initiatives, gardening, Clean Sweep, National Night Out, etc.)
- Plan and participate in culturally-relevant community events to bring a diverse set of neighbors out to meet one another and engage with Ventura Village.
- Work with CPS Kali Pliego to recruit new members through block clubs.
- Air PSA spots on radio stations (KRSM and KALY)
- Develop/update and implement communication strategies (e.g. Ventura Village sponsored “hot spots”, tablets for board members, website, hand held translation devices)
- Continue to update website as a recruitment and communication tool.
- Keep records of the number of new members and board members recruited by each partnering organization and through direct efforts of Ventura Village
- Increase participation in Ventura Village activities
- *Identify potential Native American Board members*

Q4 2025

- Attend events of partner organizations to make presentations about Ventura Village and help recruit new members.
- Implement incentive program.
- Engage new members in Ventura Village activities (for example: crime and safety initiatives, gardening, Clean Sweep, National Night Out, etc.)
- Plan and participate in culturally-relevant community events to bring a diverse set of neighbors out to meet one another and engage with Ventura Village.
- Work with CPS Kali Pliego to recruit new members through block clubs.
- Air PSA spots on radio stations (KRSM and KALY)
- Develop/update and implement communication strategies (e.g. Ventura Village sponsored “hot spots”, tablets for board members, website, hand held translation devices)
- Continue to update website as a recruitment and communication tool.
- Recruit new board members
- Conduct evaluation, including:
  - a) Were member recruitment goals identified in the MOUs met?

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|  | <ul style="list-style-type: none"><li>b) How many new members were recruited through activities sponsored by Ventura Village outside of work with partnering organizations?</li><li>c) Has the incentive program increased member participation in Ventura Village activities and, if so, by how much?</li><li>d) How many new board members have been recruited?</li></ul> |
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<p>Quantitative goals</p>	<ul style="list-style-type: none"> <li>● <i>Hold eleven membership meetings in Ventura Village</i></li> <li>● <del><i>Acquire six personal translation devices for volunteers doing outreach</i></del></li> <li>● <del><i>Partner in three events targeting the Native American community</i></del></li> <li>● <del><i>Hold three follow up listening sessions with Native American residents who attended events</i></del></li> <li>● <del><i>Identify three issues facing Native American neighborhood residents that could be addressed through collective neighborhood action</i></del></li> <li>● <i>Encourage 2-6 Native American residents who will consistently participate in Ventura Village either on the Board or by attending membership or committee meetings</i></li> <li>● <i>Set up follow up conversations with residents who attended listening sessions or responded to flyers</i></li> <li>● <i>Continue partnership with 12 organizations to recruit 60 new members</i></li> <li>● <i>Develop new partnerships with 3 organizations to recruit 15 new members</i></li> <li>● <i>Increase number of members participating in Ventura Village activities by an average of 5 per month</i></li> </ul>
<p>Qualitative goals</p>	<ul style="list-style-type: none"> <li>● <i>Continue identifying issues of concern among Native American community members</i></li> <li>● <i>Improved access by Native American residents to community resources</i></li> <li>● <i>Broader awareness, understanding and trust in Ventura Village by Native American community</i></li> <li>● <i>Further build out a comprehensive list of culturally responsive community resources based on interests and issues identified</i></li> </ul>
<p>Outcome of engagement</p>	<ul style="list-style-type: none"> <li>● <i>Native American neighbors have better access to resources</i></li> <li>● <i>Consistent Native American representation on V.V. Board and on committee membership</i></li> <li>● <i>More Native American residents receive neighborhood organization updates, newsletters and other information</i></li> <li>● <i>Broader awareness, understanding, and trust in V.V. among Native American community members</i></li> <li>● <i>Issues and opportunities important to Native American community members are clarified</i></li> <li>● <i>Increased membership and ongoing participation in Ventura Village</i></li> </ul>
<p>Next steps</p>	<ul style="list-style-type: none"> <li>● <i>Continue improving web site and communication resources to reach more Native American residents</i></li> <li>● <i>Identify what V.V. meetings and events in 2025 can support these goals and build into the calendar other regular opportunities</i></li> </ul>

