



Phillips Partnership

safety-jobs-housing-infrastructure
for the Phillips neighborhood

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Executive Officer

Children's Hospitals and Clinics
Brock Nelson, CEO

Fannie Mae
Gloria Bostrom, Director,
Minnesota Partnership Office

Honeywell
Michael Bonsignore,
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The Minneapolis Foundation
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Norwest Bank
Jim Campbell,
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Jack Grundhofer,
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Update

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Building Community— One Child at a Time

Phillips resident Hugh Mahoney rarely minces words. At a Joseph Selvaggio Initiative (JSI) planning meeting last May, he was in prime form as the neighborhood advisory committee explored the possibility of creating a new "tot lot" in the area. JSI is the Phillips Partnership's initiative to bring \$6.5 million in housing improvements to the area between Portland and Chicago avenues, from 26th to 28th streets. As to the tot lot, "you can build it," Mahoney quipped, "but they won't come."

Mahoney, a long time resident at his home on Columbus Avenue South, was referring to the fact that a lot of outreach was needed to identify resident preferences. Many young families feel isolated in their homes and are reluctant to let their children come outside to play. As advisory committee members kept discussing the problem, it became clear that a top priority was to create a greater sense of community — where parents feel more connected with each other and the neighborhood, and where they can confidently let their kids play together.

Intensive outreach and self worth

Responding to this need for more intensive outreach to families and children, the Phillips Partnership turned to Urban Ventures, a non-profit community development organization located a few blocks away. Art Erickson, President of Urban Ventures, preaches a passionate gospel of commitment to

the area and to youth. "The first order of business in fighting poverty and despair," observes Erickson, "is to build in each child a sense of self worth."

Together, the Phillips Partnership and Urban Ventures worked fast to create a summer youth program for the JSI area, as well as for new residents in Portland Place, nearly overnight. Erickson quickly enlisted Mamie Crayton and Stephanie Scott, two college students who grew up in South Minneapolis and were also graduates of Urban Ventures' Leadership Development program.

The two young women went to work immediately. They canvassed the neighborhood and identified 131 children who lived in the ten block target area. Going door to door, they talked with parents and explored their interests and willingness to let their kids participate. Within a week, forty kids were signed up to participate in "Summer Jaam," the name Mamie and Stephanie gave their project. After another week of careful program planning, they were driving two large vans in the neighborhood to gather the kids and bring them to a full day's worth of activity and learning.

Each day began with an hour of reading for all of the children. The days quickly filled with music, arts and crafts, bible study, and sports activities. Several days each week brought field trips to swimming pools, the zoo, Discovery Zone, and a Minnesota Lynx game. Ten girls also joined



Phillips Partnership Summer Jaam outreach workers Mamie Crayton, left, and Stephanie Scott.

Urban Stars, the soccer program at Urban Ventures. Mamie and Stephanie also reported back each month to the JSI resident advisory committee, exchanging ideas and leads to families needing special attention.

Ted and Tom's excellent invitation

Businessman Tom Petters provided a special treat for Summer Jaam's last day on August 20. At the suggestion of Petters' friend and Phillips Partner Ted Community...continued page 5

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jobs & training

Train to Work— Persistence is half the battle

“A friend of my godmother said Minneapolis had everything: good schools, better housing, good-paying jobs...she even offered me a place to stay,” recalls Train to Work graduate Artenta Yvonne Exson. “Stay at my house ‘til you get on your feet,” she told me. I moved with my husband and two children from Chicago in December of ‘85 in sub-zero temperatures and heavy snowfall. We parked our U-haul and then she did not permit us to enter her house,” Exson says.

And things didn’t get easier. Exson’s family friend relented and allowed her family to stay in one room, under strict conditions



Artenta Yvonne Exson

for two months. They paid \$300 per month for this “luxury,” shared any and all food they had with the woman’s family but their benevolence was not reciprocated. Unable to withstand much else, Exson threw herself into her work. “I worked 12-13 hour days at Burger King, Friday through Sunday and saved enough to move out,” recalls Exson. “All my hard work got me a management position after three

months.” Her life went on for the next few years until her friend Eddie told her about Train to Work.

Train-To-Work (TTW) is a four-week work readiness program that helps residents of Phillips obtain positions at Abbott Northwestern Hospital and Children’s Hospital and Clinics of Minneapolis. “By then I was working two jobs to keep up with bills. I told my friend, ‘They’re not gonna’ take me, I’m coming from Popeye’s and B.K.’ But I filled out the paperwork, was called back and attended class. I love Bernard; (Bernard L. Turner is a trainer for TTW) he’s a taskmaster. I mean a *real* taskmaster. He said, ‘If you can’t make it in here then you can’t make it in the hospital.’”

With the help of TTW, Exson learned skills like stress

management. “I don’t believe I made it,” she says with a chuckle. Exson was then hired as a transport aide. “And it was the best position for me. I learn by listening to the professionals around me. Nurse station 55, which cares for bed-bound or confined patients, has singled me out for how well I communicate with the patients. Nurses kept saying ‘You handle patients real well—have you considered becoming a nurse assistant?’”

She hadn’t. Exson didn’t know that she had these skills until TTW brought them out. But now, a new home and promotion later, Exson began classes August 30 at Minneapolis Community and Technical College for her nurse assistant certification. That cold day in December 1985 now seems like such a long time ago. ■

infrastructure

New freeway access critical for Great Lake Commercial Center

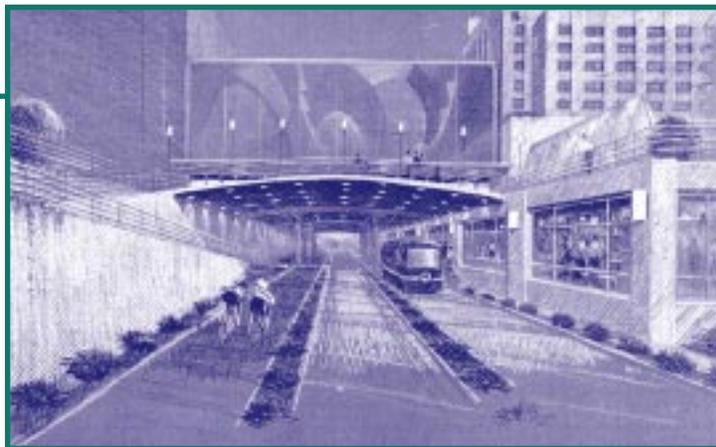
Ask anyone in south Minneapolis about the future of Lake Street, and they will inevitably tell you about the Great Lake Commercial Center (GLCC). The GLCC, which seeks to convert the former Sears building on Lake Street to a major new entertainment, retail, and office complex, is the single greatest redevelopment project on the City’s agenda.

In fact, GLCC developer Ray Harris of STA Associates contends that this is the “largest redevelopment project in the United States.” The former Sears building has 1.9 million square feet of office and warehouse

space, which makes it much larger than the IDS Center.

5,000 new jobs Harris expects that there will be 5,000 new employees working at GLCC, and that thousands more visitors will come each day to the GLCC for entertainment and retail shopping. “We are working right now on plans for an 18 screen movie theatre,” said Harris. “Put the largest cinema complex in the City along side 500,000 square feet of retail shopping, and you may not have the Mall of America, but its getting close.”

All of this new traffic to central Lake Street has city plan-



The Great Lake Commercial Center will rely on major transportation improvements, such as the Midtown Greenway (shown) and new access to 35W, to become a new regional destination.

ners and neighborhood leaders excited, but also focused on the need for improved access to I-35W. When I-35W was built through south Minneapolis in the early 1960s, its design did not provide for direct access to and from the Lake Street area. Hennepin County and the

Phillips Partnership are now working together through a \$2 million Congressional appropriation to design new freeway access.

According to Harris, the new access ramps near Lake Street are absolutely critical to GLCC...continued page 6

Train to Work Graduates Honored

The Phillips Partnership honored the 172 graduates of the Train to Work program on July 14 at a celebration at the American Swedish Institute in Minneapolis. Program funders, residents and public officials gathered to hear the success stories generated by the Train to Work program.

"We are proud of all the graduates and were very happy to celebrate this special day with them," said Children's Hospital CEO Brock Nelson. "Children's



Hennepin County Commissioner Peter McLaughlin praised the TTW graduates honored by the Phillips Partnership on July 14.

Hospital is grateful for this partnership with our community and we look forward to welcoming many more graduates as employees."

"I am inspired by the accomplishments of our Train to Work graduates," said Hennepin

County Commissioner Peter McLaughlin. "They have staked out and achieved their goals through hard work and perseverance. We can all learn from them."

Since its inception in December of 1997, 82% of the



graduates have retained full time employment. Seventy-five percent of TTW graduates are from the Phillips and Powderhorn neighborhoods of Minneapolis. Most graduates are employed at Abbott Northwestern Hospital or Children's Hospital. ■

crime update

Residents partner in Phillips to address crime

As crime continues to decline in Phillips, residents are not willing to sit back on their laurels. Those Phillips neighbors who live in the Joseph Selvaggio Initiative area are teaming up with new homeowners at Portland Place to launch the Phillips Partnership Crime Prevention Initiative.

Having met together for the past year to plan the JSI housing improvements, the members of the JSI Advisory Committee decided to continue meeting and expand the agenda to address crime concerns. Thirty-three residents turned out for the first general meeting on June 29. Breaking into smaller groups, they discussed the strengths, challenges, and priorities for the neighborhood.

Phillips resident and new Portland Place homeowner Don



Mayor Sharon Sayles Belton visits with Phillips residents about crime prevention at National Night Out.

Ross recommended that each month's meeting focus on a single problem. "I really love meetings where things get done," said Ross. "The Phillips Partnership and residents are showing that focus and results can make a powerful difference in the neighborhood."

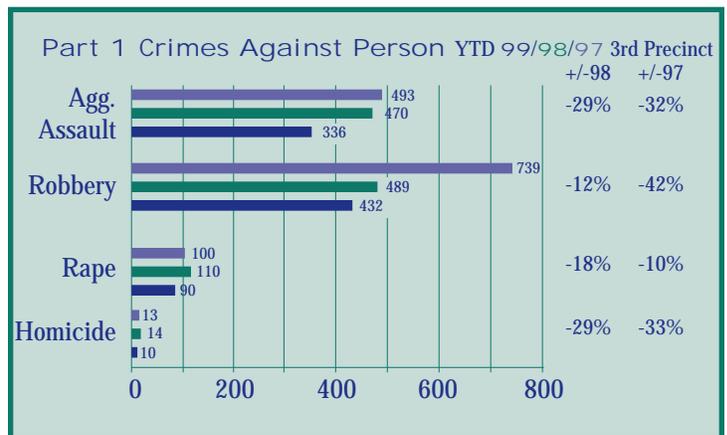
Noise was the focus for the group's meeting in July. Leeanne Selander from CCP/SAFE of the Minneapolis Police Department provided helpful information about the city's noise ordinances

and enforcement procedures. Residents identified specific addresses with historic problems, and adopted a new community standard "taking a very aggressive stand against excessive noise in the neighborhood."

Mayor Sharon Sayles Belton recently praised these actions. "Building stronger community connections to law enforcement is key to building a strong, vital community. I am very

encouraged by the efforts of the Phillips Partnership to continue to provide these opportunities for residents and law enforcement personnel to jointly discuss and address safety issues. Through these dialogs, we can also build a more trusting relationship between the police, our corporate partners and the community that will extend well beyond the specific issues being addressed at the monthly meetings." ■

Serious crime is down 14% for 3rd Precinct in 1999, year-to-date.



housing

Selvaggio improvements in full swing

When Mark Billman purchased his home on the corner of 28th Street and Chicago in 1995, he took on a real challenge. The house was vacant, boarded, and condemned. The site of persistent criminal activity and numerous neighborhood headaches, the house required six months of work before Billman could move in.

Four years later, the home is now a beacon of hope and inspiration on Chicago Avenue. With support from the Joseph Selvaggio Initiative (JSI) of the Phillips Partnership, Billman has recently reconstructed the porches, and built a new retaining wall. He has also continued to invest his own dollars, adding lots of sweat equity, to restore the home. The JSI grant of \$7500 from the Phillips Partnership not only paid for the porches and retaining wall, but also inspired Billman to invest his own money to build a new \$10,000 garage and add new landscaping.

"I decided to repair the porches to maintain the character and charm of the house,"

explained Billman. "The porches were in dire need of repair due to rotting and decay. The retaining wall added a nice look and a delineation of the space between the property and the public sidewalk. The house is very visible on the corner and aesthetic improvements are very noticeable and help establish a 'good feeling' for that corner."

JSI landscape architect Bob Close views Billman's work as "classic Phillips restoration." The porch, retaining wall, and landscaping harken back to the original garden and landscape designs at the turn of the century when the homes in Phillips were first constructed. "These improvements bring back a classic definition of public and private spaces, giving the homeowner a sense of confidence and pride in their private garden, while also beautifying the common space."

Billman has received lots of compliments from passersby. "I can't begin to tell you how many people have driven or walked by



Mark Billman's home at 28th and Chicago was boarded and vacant when he bought it in 1995.



With support from the Phillips Partnership Joseph Selvaggio Initiative, Billman's home improvements include a new porch and retaining wall.

the property and said how nice it looked," he said. "People have stopped to ask questions about the work and take with them ideas to do similar projects of their own. And so many people are stopping to say how wonderful it is to see the neighborhood coming back!"

The JSI grant money has been a critical boost for Billman's renovation work, he said. It is

inspiring many other property owners to beautify their property. "All of us are feeling a lot better about the neighborhood, thanks to the Phillips Partnership," Billman observed. "These grants have not only leveraged more investment in our houses, but have also inspired us to be working hard together to improve the neighborhood." ■



Honeywell employee Derek Turner checks out construction of his new home at Portland Place.

Honeywell bachelor, tutor set for Portland Place

Honeywell employee Derek Turner was one of the first people to reserve a spot on the Portland Place waiting list. "I've been waiting since October last year; I had my mind made up," says Turner, a senior information systems specialist for Honeywell. "I am very excited. The more people ask, the more excited I become. I mean, what better

place to buy than the inner city?"

Turner says he is proud of Honeywell's legacy in the community; it is just one more reason why he wants to show his devotion to Phillips. Indeed, Turner seems just as dedicated to the community as his employer. He is a mentor to students attending Honeywell's New Vistas High School, and he tutors kids at the

Bannicker and Dowling Schools on Minneapolis' south side.

His new Portland Place home will provide more than adequate quarters for this community-minded bachelor. "It seems to have the right amount of space and is proportioned the way I like it," he said. But what will he do with 1800 square feet and three bedrooms? "I've thought about a Jacuzzi, weight room, and even a home office. But maybe I'll just offer some economical living space for a university student." ■

Phillips Partner profile

Gloria Bostrom, Director Fannie Mae's Minnesota Partnership Office

As Director, Gloria is responsible for Fannie Mae's "HouseMinnesota" investment plan to provide \$14 billion in affordable housing financing to assist 150,000 local families by the year 2003. In 1999 Gloria created and implemented both North and South Dakota Partnership Offices and goals and will oversee the plans and staff.

Background: Prior to joining Fannie Mae in 1995, Gloria Bostrom served as Deputy Director and Chief Operating Officer of St. Paul's Planning and Economic Development Department under Mayor Norm Coleman. Bostrom has also served as Director of the Neighborhoods and Housing Division for the city from 1990 to 1993.

Education: B.S. in Business Administration, Northwestern College in St. Paul; mini-MBA in Government Management from the University of Saint Thomas in St. Paul and Augsburg College in Minneapolis.

Family: Gloria and her husband Warren (Mort) have two sons.

Other activities: In addition to the Phillips Partnership, Gloria serves on several boards and advisory councils that are focused on improving communities and access to housing finance, including: LISC, Common Bond Communities, Artspace, Inc., Minneapolis Empowerment Zone governing board, and the MCDA Development Finance Committee.

What Phillips Partnership means to Fannie Mae: The Phillips Partnership is an outstanding model for collaboration among private corporations, neighborhood organizations, local government, and financial institutions to work together to transform communities. The Partnership caught the attention of Fannie Mae early on, and, based on our own desire to focus our resources more strategically, we selected the Phillips neighborhood for Fannie Mae's Neighborhood Partners (NP)

Initiative—one of only six nationally. Through the Partnership's work, we are applying our resources to help turn the

"We are delighted to be a member of the Phillips Partnership where we know there are other committed partners working toward increased neighborhood revitalization and homeownership to make south Minneapolis a thriving, growing place."

goals for the community into reality. Our emphasis has been primarily on improving the housing stock and increasing opportunities for homeownership. For example, Katy Lindblad, Senior Neighborhood Partners Manager, works full-time in three south Minneapolis neighborhoods, including Phillips. Currently, she is working as a loaned executive to the Minneapolis Community Development Agency (MCDA) to



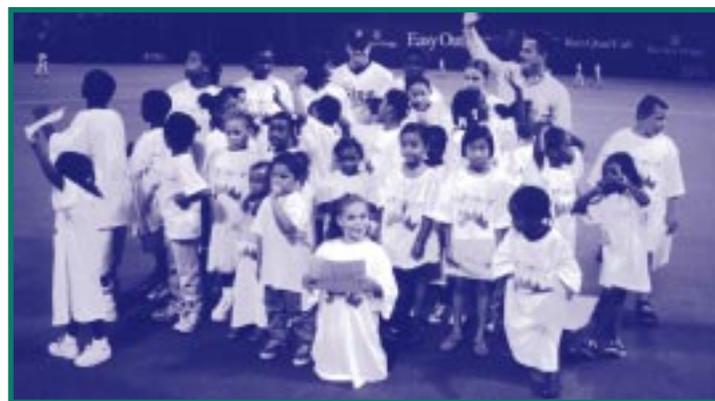
facilitate the east Phillips infill new construction project (EPIC Homes). Additionally, we have held a series of educational Neighborhood Development Roundtables for neighborhood organizations, nonprofit and for profit developers, and government officials to learn more about financial resources that are available, and to meet together to address local housing issues.

Fannie Mae will continue to provide real commitments to this area through our Neighborhood Partners Initiative. We know that stable neighborhoods need strong homeownership and quality, affordable rental housing. This partnership allows for all the key components of strong neighborhoods to work hand in hand on a comprehensive approach to community development. ■

Community...from page 1

Mondale, Petters donated 200 Twins tickets to the Phillips Partnership. The Summer Jaam regulars even had a chance to come down onto the field with the players before the game. Petters, whose business uses the MDI warehouse and distribution facility in Phillips, said he was inspired by Mondale to reach out to kids in Phillips. "Ted's enthusiasm for connecting with urban kids is contagious," he said. "I was happy to be able to respond."

Best Summer For Mamie and Stephanie, Summer Jaam was a powerful,



Phillips Partnership Summer Jaam kids join the Twins on the field at the Metrodome, thanks to businessman Tom Petters and Phillips Partner Ted Mondale.

inspiring way to spend their summer. "This has been the best summer of my life," said Mamie,

"We have been so blessed with so many opportunities to share with these kids." Stephanie added,

"I think we succeeded in teaching each kid that they are special, and each of them has taught us something special about this community."

The constant exchange of hugs and laughter at Summer Jaam suggested that at least one milestone was attained this summer. There are forty kids from Phillips who made many new friends.

And the tot lot? Even Hugh Mahoney thinks that just maybe now they would come. ■

Federal Transit Administrator praises Phillips Partnership



FTA Administrator Gordon Linton came to Minneapolis on July 9 and spoke at the new Reuse Center in Phillips. He praised local leaders in business and government for their innovative partnerships to address urban transportation needs. Pictured left to right are: Mark Dixon, President of Abbott Northwestern Hospital; Hennepin County Commissioner Peter McLaughlin; Linton; Met Council Chair, Ted Mondale; Mayor Sharon Sayles Belton.

GLCC...from page 2

the success of the GLCC redevelopment. "To bring 5,000 new jobs here," explained Harris, "I need for employers and employees to have easy access to our site."

Harris also anticipates a great deal of new truck traffic to service the GLCC's industrial and retail tenants. Without new freeway access, these trucks are left to navigate through residential streets, or create major congestion on Lake Street. "The bottom line," said Harris, "is that we hope to be creating a major new regional destination on Lake Street; unless we become more accessible, the retail and entertainment customers will find other places to go."

21st Century Infrastructure Hennepin County Commissioner Peter McLaughlin identifies the GLCC as one major reason why improved freeway access is criti-

cal to the future of Lake Street. "Lake Street can once again become a thriving commercial corridor," reflects McLaughlin. "We can only make this happen if we re-tool our transportation system to serve this corridor into the next century."

Other Lake Street businesses in addition to GLCC have a keen interest in the project as well. Paula Gilbertson, President of Lake Street Partners, contends that the project "will give a great boost to Lake Street businesses, and put us on the map of the metropolitan region again."

Craig Anderson, chair of the project advisory committee, has organized a series of public community meetings to review proposed alternatives in the month of September. The design phase of the project is should reach completion in June 2001. Construction could begin then, if necessary construction funding is obtained. ■



Phillips
Partnership

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