



# HNMA ANNUAL REPORT 2019

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**HNMA**  
Historic Northeast Midtown Association

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# TO OUR FRIENDS

## Organizational Highlights

### HNMA Transitions into a Groundwork USA Trust



Hello friends and neighbors! This November, the Historic Northeast Midtown Association (HNMA) wrapped up the HNMA/Groundwork Feasibility Study!

Groundwork USA is a national network of grassroots organizations who work to address the social and environmental impacts of historic disinvestment in urban communities across the United States. In April of 2018, HNMA applied to become a trust in the Groundwork USA network and over the last 21 months has:

1. Submitted a Letter of Interest
2. Conducted a site visit with the EPA, Groundwork USA, the National Parks Service, and community residents
3. Submitted a Full Proposal
4. Began a Feasibility Study

This study was done with help from Groundwork USA, the National Parks Service, and the United States Environmental Protection Agency.

### *How and why did we decide to become a Groundwork USA trust?*

As part of the Feasibility Study, from June to October, HNMA regularly held Steering Committee meetings with organizational leaders and Northeast KCK residents in an in-depth process that outlined what a change from HNMA to a trust of the Groundwork USA national network might look like and how this change could impact our work going forward.

As a member of the Groundwork USA network, HNMA would:

1. Expand and develop our work in Northeast KCK, focusing on the Northeast Grocers Co-op and development of a Green Team (local youth trained and employed in environmental stewardship)
2. Gain access to help from the 19 other Groundwork trusts across the nation
3. Receive almost \$200,000 in transition funding from the National Parks Service
4. Change our name and logo to Groundwork Northeast Revitalization Group (Groundwork NRG)

### *What does all this mean?*

This means that The Historic Northeast-Midtown Association may soon become GROUNDWORK NRG! HNMA's work and purpose will stay the same, but will expand to better serve our neighborhoods, youth and environment.

Join us as we build the future our community deserves!

Deepest thanks to all of the Steering Committee members and engaged residents of Northeast KCK who supported this process! We could not have done it without you!

### HNMA Becomes the Fiscal Sponsor for Dotte Local Grocer



This year, HNMA agreed to become the fiscal sponsor for the Dotte Local Grocer. The Dotte Local Grocer is an existing community-led initiative that will finalize its planning phase to launch as a mobile food market dedicated to bringing fresh, affordable food (including the entire WIC package) to community locations in Kansas City, Kansas. The idea for a mobile

grocery store was developed by community health partners because there is a real need to increase access to food options in Kansas City, Kansas. The Mobile Market Community Council (MMCC) was formed to guide the development of the mobile grocery store and has turned the Dotte Local Grocer into a community-led project. The MMCC is led by Wyandotte County residents and community partners.

## **Program Highlights**

### Learn to Earn

HNMA continues to operate Learn to Earn and enrolled 40 youth in the spring and summer programs. This year, HNMA translated recruitment materials and applications into Spanish and reached out to partner organizations that serve Latinx communities to help spread the word about the Learn to Earn program. This doubled our Latinx student population participating in the program.

HNMA also added the CRAMSS curriculum into ongoing programming. The Conflict Resolution Activities for Middle School Skill-Building (CRAMSS) is a collection of conflict resolution education exercises designed to engage students in fun, collaborative learning of appropriate conflict management and problem solving. These exercises strive to impart students with nonviolent conflict resolution skills and opportunities for emotional growth and

self-definition. Students form safer learning environments and are better prepared to enter the workforce. The addition of this curriculum had a large impact on class dynamics, providing an opportunity for students to build a safe learning environment where they can share and have a voice free of judgment.

In 2019, HNMA added 5 weeks to its spring program, introduced new curriculum, and changed our methodology to make sure our programming meets the need of youth in our community. The spring program, now 15 weeks, also took advantage of a new location for class at 803 Armstrong. This enabled HNMA to incorporate multimedia projects in the curriculum and participate in a monthly youth CAB (Community Action Board). The spring participants completed projects where they designed social media campaigns on community topics they selected. They then drafted speeches which they read to Representative Sharice Davids in her Wyandotte County office.

The summer program returned to the Beatrice L. Lee Community Center and HNMA used data from previous years surveys and evaluations to create an all-star lineup of activities and classes. In addition to the CRAMMS curriculum for social/emotional and conflict resolution, HNMA added the Money Smart curriculum from the FDIC to support financial literacy education. Other activities included a host of great exercises HNMA has compiled over the years to help the youth with public speaking, reading/writing comprehension and a myriad of other skills. Learn to Earn welcomed eight guest speakers from the community who educated the youth on their first-hand experience in various career fields.

A critical component of the Learn to Earn program has always been its business mentors in the community. HNMA takes pride in giving our youth the chance to enter the real-world of business for a short time and we could not do this without the hardwork and dedication of the local businesses, institutions and nonprofits listed below. They gave each youth 75 hours of their time over the summer for a total of 1500 hours valued at \$33,840 in 2019. Special thanks to the following businesses for their continued commitment to Learn to Earn:

**Anointed Hands Hair Care**

**B's Barber Shop**

**BHC Rhodes**

**Elevate Bar & Grill**

**KCK Fire Department**

**KCK Community College**

**The Kids Kitchen**

**KC Farm School at Gibbs Road**

**The Kiddie Kollege**

**The Economic Opportunity Foundation**

**Love Outreach International**

**Greater Pentecostal Temple**

**Community Health Council**

## Why Health

In 2018, the United Government of Wyandotte County and Kansas City, KS began a comprehensive re-write of the city's zoning code to streamline development processes and integrate the latest in urban design principles. This re-write provided the perfect opportunity to address shortcomings in previous ordinances, including the lack of a parks or green space designation in Kansas City, KS. At the start of the re-write process, only one park in Kansas City, KS had an official Parks designation--the others maintained the zoning categories from adjacent properties. After several weeks of education and advocacy, HNMA and other local champions' work paid off; the United Government incorporated a Civic Space zoning designation, a category that includes parks, other public lands and administrative structures.

HNMA is still advocating for the adoption of the Parks Community Improvement Application by the UG. The application, which has been pilot tested to verify resident support, allows community members and organizations to leverage private dollars for improvements to local public parks.

HNMA's work with community-driven policy advocacy also includes its role as the lead organization in the CleanAirNow (CAN) Coalition, which is dedicated to improving air quality in the Kansas City region. Earlier this year, CAN found high diesel exhaust levels at St. Margaret's Apartments, which are in Kansas City, Kansas immediately adjacent to where I-670 and I-70 meet; some apartment units are less than 100 feet from the highway. Diesel exhaust is a known carcinogen, and exposure can also cause cardiovascular and respiratory problems. Diesel exhaust has been linked to (but not conclusively proven to cause) many other health problems, including low birth weight and a wide variety of neurological and other health problems in children and adults.

To lessen the pollution residents are exposed to, CAN made both short- and long-term recommendations to the KCK Housing Authority. To reduce exposure in the short term, CAN recommended upgrading to furnace filters that would remove more air pollution from inside the apartments than standard air filters. As a long-term solution, CAN recommended that trees be planted on the apartment grounds to provide a natural barrier that would absorb some of the air pollution.

In partnership with the KCK Housing Authority, Bridging the Gap, the Sierra Club, HNMA, and lots of volunteers, CAN planted 25 trees in November at St. Margaret's Apartments.

Lastly, in 2020, HNMA will partner with the Historic Westheight Neighborhood Association, the Community Health Council of Wyandotte County, and the Dotte Agency to conduct our sixth walk audit in the Historic Westheight neighborhood. Through the In Your Own Backyard (IOBY) crowdfunding campaign, Westheight Neighborhood Association, HNMA, the Community Health Council, and NBC Community Development Corporation raised \$2600 to fund a walk audit in the Westheight Neighborhood Association and support the work of the Healthy Equity Action Transformation Community Action Board

### **Neighborhood Resource**

In 2019, The Historic Northeast-Midtown Association received funding from Greater Kansas City LISC to hire a Community Connector in the HNMA service area to support neighborhood capacity building through neighborhood events/trainings, social media supports, and informational resource exchanges in three contiguous Northeast KCK neighborhoods along Washington Boulevard in Kansas City, Kansas. This position provides expertise around equitable economic development in these neighborhoods including awareness of both current and future opportunities for the installation of safe and affordable housing within these neighborhoods. This individual supports the following LISC priority areas: 1) Housing rehabilitation, preservation, and development, 2) Economic development and equitable revitalization of key commercial districts, and 3) Increased Organizational Capacity of Community Development Corporations.

HNMA was also a partner in the KC Voices initiative. KC Voices believes storytelling helps change the way people think and talk about food policies by centering conversations around the experiences and priorities of advocates – in this case, residents of low-wealth, racially diverse neighborhoods. Rather than being passive recipients of policy decisions, residents serve as experts who can educate policy makers about the needs of their communities.

Through KC Voices, UMKC's Center for Neighborhoods, Community Health Council, HNMA, and KC Healthy Kids invited artists to explore specific policies such as SNAP (food stamps), WIC, school food and other programs contained in the Child Nutrition Reauthorization and 2018 Farm Bill. The collaborative of organizations worked with local neighborhoods in KCK and KCMO to build organizing and advocacy capacity around policies that impact food security.

## Project Highlights

**Northeast Grocers:** In 2018, The Unified Government of Wyandotte County/Kansas City, Kansas completed a Master Planning process for Northeast KCK. The Northeast Area Master Plan (NEAMP) identifies an overall vision for Northeast KCK and includes strategies and projects that will improve the quality of life for local residents while creating a more desirable, healthy, safe, and economically vibrant community. During the NEAMP process, community members were asked to choose one project out of ten options that they wanted to see pursued as an “Early Action Project.” These early action projects are intended to get the ball rolling on some of the larger initiatives and strategies included in the plan. Connected to the overall theme of “A Food Hub,” the development of a neighborhood grocery, specifically a cooperative community-owned grocery model, was voted up by the community as an “Early Action Project”. It quickly became clear that having a safe and affordable food source is a top priority for residents in Northeast KCK and that they see this project as part of a larger vision to making their community whole again. This project, lovingly named Northeast Grocers, is a key initial step in reviving the livability of Northeast KCK. HNMA is the lead entity on this project.

The Northeast Grocers planning team, which consists of HNMA staff, Unified Government Commissioners and staff, YouthBuild KCK staff, Dotte Agency staff, the Black Firefighters Association (PRIDE), and other invested residents and business owners, are creating a strategy for moving the project forward. This team identified a vacant building at 1726 Quindaro Boulevard as the future site of a neighborhood grocery store in Northeast KCK. Grant funding was used to clean out the building of inventory left by the previous business and update the electrical and plumbing. Approximately 165 volunteers committed 476 volunteer hours in cleaning out the building and over 15 tons of trash were hauled away from the project site.

In March 2019, a community event was held to provide outreach and education around the consumer-owned cooperative grocery store model. This event included presentations by subject matter experts and the Unified Government Planning Department. The event was a success and approximately 70 members of the community attended. In September, 2019 a second community event was held to unveil a Design Justice project,  *Holding Space* , supported by the American Institute of Architects (AIA). Over 40 community members attended the unveiling of the  *Holding Space*  panels. AIA funding was used to purchase materials for local YouthBuild KCK trainees to construct six movable wall panel systems as part of their AmeriCorps community service requirements. The panels were subdivided into



three sets of two. The first two included an overall narrative and incorporated art from local artist JT Daniels, which was made available through the KC Voices collaboration. The second pair of panels features a map that documents the historical location of about 30 Northeast KCK grocery stores, almost all of which have closed or moved. This was made possible thanks to historical documents and an oral history interview with a local community champion, Mr. Chester Owens. The final pair of panels featured the recent community collaboration that cleaned up the Northeast Grocers site and the first Project Pipeline KC.

Together, these panels now face Quindaro Boulevard and represent the past, present, and future efforts of Northeast KCK residents who are working together to create a cooperative grocery store in the heart of their neighborhood. As the multi-year planning process for the grocery cooperative begins to take shape, the panels will continue to be adapted and serve the community-led initiative through increasing the secured storage capacity, sharing community feedback, and facilitating methods of participatory design and decision-making. A recent article about the project was published in Architect Magazine.

**Quindaro Townsite Planning:** This planning focuses on the Quindaro Townsite National Commemorative Site and other related sites in the area. These sites include the Old Quindaro Museum, The Quindaro Underground Railroad Museum, the Historic Allen Chapel A.M.E. Church, and other concurrent properties in the area. Both the site and the Old Quindaro Museum are listed on the NPS's Network to Freedom. The current stakeholders hope that within five years the lands that make up the Quindaro National Commemorative Site would have a series of handicapped accessible trails that would connect a variety of archaeological sites that reflect the important elements of the Quindaro Townsite while explaining the history of the site through engaging interpretive panels. A Visitors Center would welcome those wanting to engage in a more immerse introduction to the Quindaro Townsite and its history. Visitors could then proceed to sites such as the Old Quindaro Museum, the Quindaro Underground Railroad Museum, the Quindaro Overlook, and the Historic Allen Chapel A.M.E. Church to learn more about the area and its history. Currently engaged stakeholders have identified that they want to see markers and signage, tours, boat rides, monuments, cultural events, and reenactments that will convey the history of Quindaro. They have also indicated the importance of improving the accessibility of the site, the renovation and restoration of the Old Quindaro Museum, the restoration of the Vernon School facility as a possible Visitors Center, and the establishment of a permanent Visitors Center in another location in the area.

**Project Pipeline KC:** The National Organization of Minority Architects (NOMA) created Project Pipeline as an architecture camp to introduce youth to the world of architecture. Project Pipeline KC brought together local NOMA architects and design professionals with students to work on projects located in Northeast KCK. Students engaged in hands-on learning with a focus on creative thinking, oral and visual communication, model building, and the collaborative design process. HNMA co-hosted this event which welcomed 25 youth from KCMO and KCK. These youth designed projects around the themes of the Northeast Area Master Plan.

**Community Innovation Design Model:** HNMA is helping to pilot a new economic development model of community designed innovation hubs. The purpose of this pilot program is to model a process that allows community leaders to deepen relationships, strategize around regional wealth and innovation opportunities, and creatively engage resource partners. The regional process is led by a Community Council, a curated group of 7-15 members that either live, play, work, or worship in the HNMA Service Area.

### **Metrics (January 1, 2019- October 31, 2019)**



49 instances of advocating for health living in the Historic Northeast-Midtown service area.



1 community clean-up initiative in partnership with the KCKPD Community Policing Division at the Northeast Grocers project site.



15 interactions with UG commissioners

34 interactions with UG Departments

38 meetings held to increase communication in the Historic Northeast-Midtown service area.

61 partner meetings attended by staff



88 social media posts, newsletters, or robo-calls to promote activities, events, meetings, or programs in the Historic Northeast-Midtown service area.



10 instances of earned positive media coverage about HNMA activities



2 fundraisers

14 grants applied for; 11 received



11 professional training opportunities provided for HNMA staff  
23 events, program, and trainings sponsored/provided by HNMA



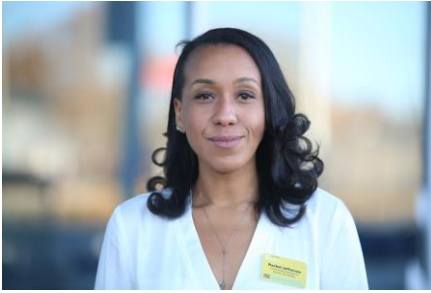
286 meetings with partners in the community  
52 events, meetings, or programs that included a healthy living component  
722 individuals present at events hosted by HNMA



3 youth specific projects/programs- Learn to Earn spring and summer and Project Pipeline

KC

# STAFF



Rachel Jefferson, Executive Director

Ms. Rachel Jefferson, Executive Director of the Historic Northeast-Midtown Association (HNMA), was born in Kansas City, Missouri and graduated from Georgetown University in Washington, D.C. Upon returning to Kansas City, Rachel relocated to the Kansas side of the state line, and began a career in public health as Outreach Director and Administrative Assistant at a local safety-net clinic. Rachel's time in the healthcare sector provided her with an understanding of the socio-economic struggles that hinder good health among minority populations and ignited her passion to support the growth of human, social, and civic capacity at the grassroots and community levels. Rachel currently lives and works in the northeast pocket of Kansas City, Kansas and has come to love and appreciate the neighborhood people that have persevered in the fight to create an equitable Kansas City, Kansas for all.

Brendan Irving, Youth Programs Coordinator & Administrative Assistant

Brendan Irving is the Youth Program Coordinator & Administrator at the Historic Northeast Midtown-Association. He mostly enjoys heading HNMA's youth program, Learn to Earn. Previously, Brendan served as Operations Director at the Compass Experience and CFO of a local start up. He uses both of these experiences to help educate youth about financial freedom and finding a meaningful & purposeful career. He is a lifelong Kansan and self-publisher. Brendan graduated from the University of Kansas in Lawrence, KS and currently resides in Kansas City, Metro Area.



Synthia Isah, Economic Development & Sustainability Coordinator

Synthia Isah is an environmentalist, writer, and Urban Planner with over five years of experience in community and environmental planning around the globe. As a recent graduate from MIT's School of Architecture and Planning, Synthia brings rigorous training in participatory processes and urban design principles, as well as a relational and analytical lens, strong writing skills, and experience with process management and strategic planning to their work at HNMA.

As the Economic Development and Sustainability Coordinator, Synthia works closely with neighborhood associations in Kansas City, KS to develop inclusive plans for vacant land and neighborhood redevelopment. Synthia also led the 2019 HNMA/Groundwork Feasibility Study—a process intended to determine what a transition from HNMA to a trust of the Groundwork USA national network might mean for the organization and its work going forward.

Dajaun Hindsman, VISTA Community Planning & Communications Coordinator

Dajaun is an AmeriCorps VISTA member serving with HNMA as the Community Planning and Communication Coordinator. In this role, Dajaun is responsible for tracking the progression of the Northeast Area Master Plan and is the point-of-contact between HNMA and the UG for the Plan's projects.



HNMA is a partner agency of the Unified Government of Wyandotte County and Kansas City, Kansas VISTA Program. AmeriCorps VISTA members serve a yearlong term at their site in a capacity building role. AmeriCorps VISTA is a program of the Corporation for National and Community Service, the federal agency for volunteering, service, and civic engagement. CNCS engages millions of Americans in citizen service through its AmeriCorps and Senior Corps programs and leads the nation's volunteer and service efforts. For more information, visit [NationalService.gov](http://NationalService.gov).

## HNMA BOARD OF DIRECTORS

- Elnora Q Tellis Jefferson, President
  - Lynnette Booker, Vice President
    - Ronald Cobb, Treasurer
- Adrienne Showalter-Matlock, Secretary
  - James Echols, Board Member
  - Ruth Jones, Board Member
  - Regina Casares, Board Member
  - Chiquita Miller, Board Member
- Jonathan Westbrook, Board Member
  - Erin Bopp, Board Member
  - Gregory King, Board Member

# FINANCIAL SUMMARY

HNMA is grateful for the funding partnerships that enable the organization to continue to deliver programming and execute projects in Northeast KCK.

HNMA extends special thanks to the:

- **Sunflower Foundation- \$30,000 to support an Administrative Assistant**
- **Wyandotte Health Foundation- \$10,000 to support the Northeast Grocers Project**
- **Groundwork USA- \$7000 to support the Groundwork Feasibility Study**
- **Kansas Health Foundation- \$24,970 to support Organizational Capacity Building**
- **Greater Kansas City LISC- \$40,000 to support a Community Connector**
- **Hollywood Casino/Schlitterbahn Vacation Village Fund- \$17,000 to support the Learn to Earn program**
- **Unified Government- Northeast Area Master Plan- \$10,000 to support the Northeast Grocers Project**
- **American Institute of Architects- \$3,000 to support the  *Holding Space*  project**
- **National Organization of Minority Architects- \$10,145 to support Project Pipeline KC**

### HNMA Profit & Loss



### HNMA Expense Breakdown

