

HORIZONS

COMMUNITY LEADERSHIP TO REDUCE POVERTY

Appleton

Community Profile
April 2010

For more information, contact:
866-407-4906
horizons@umn.edu



UNIVERSITY OF MINNESOTA
EXTENSION

The data within were assembled from Census 2000 figures, intercensal estimates, local government websites, etc. Many small communities are changing rapidly—economically, demographically, etc.

In very small communities, intercensal estimates of population, racial diversity, income, housing, and other measures are near-impossible to find or unreliable/inaccurate. Keep this in mind.

The 2010 Census will provide much-needed updates to these data.

Bookmark <http://factfinder.census.gov/> for the latest available figures.

Appleton

Population: 1,469 ¹
Poverty rate: 14.7%
Per capita income: \$12,429

Study Circle facilitators trained: 6
Study Circle participants: 30
LeadershipPlenty trainers trained: 4
LeadershipPlenty participants: 20
Visioning participants: 223 (15% of pop.)

<http://appleton.communityblogs.us/>

Located along the banks of the Pomme de Terre River in Swift County, Appleton was founded in the late nineteenth century by settler families who found the area amenable to agriculture and flour milling. In 1947, Appleton renamed its city streets in honor of local WWII soldiers who had died in battle. Since then, the names of fallen heroes from other wars have been added. Appleton is the only community in the country to have named all of its avenues and streets in this fashion.

Appleton is home to a 1,600-bed prison. In December 2009, the prison's private owner announced that the facility would cease operations in February 2010. The prison was a significant local employer and its operation supported other local businesses. In addition nearly 150 people are employed at the local hospital.

Among Appleton residents², 68% consider themselves White and nearly 11% identify African American. American Indian, Asian, Pacific Islander, and people of Hispanic origin each constitute 2-6% of the population. The town's median age is 38.8. Of the population 25 years or over, 76% have a high school degree and 9% have

completed a bachelor's degree or higher. Over 15% of Akeley's residential housing stock is vacant.

Vision

Appleton Horizons developed a vision for the community's future. Their shared vision speaks to Appleton's core values:

“Appleton is a town with a dynamic community spirit. It sees value in its youth and creates opportunity for vibrant local businesses. It achieves this in an environment that provides community services and quality health care through effective and responsive leadership and ‘buy local’ attitudes.”

Action

In response to this community vision, four workteams set about addressing very unique concerns:

One workteam, focused on **boosting Appleton's cultural and artistic potential**, is restoring a historic opera house to usable condition. The team hopes that, once completed, the opera house will be a home to youth drama programming and be a regional performance venue.

Through **increased business activity and job creation**, another work team is seeking to boost Appleton's overall prosperity. Team members are conducting an empty building inventory, facilitating an entrepreneurship club and mentoring relationships, and scheduling business trainings for mid-2010.

Hoping to build **positive relationships among Appleton residents**, a third workteam organized neighborhood block parties.

Last, in an effort to **build bridges** between Appleton's largely German and Norwegian “old guard” and a more racially diverse group of newcomers, the “Seeds of Peace” workteam planned a Taste of Appleton potluck and button design contest.

¹ Estimated exclusive of prison population.

² Per 2000 Census, inclusive of prison population.

Appleton, Minnesota

Key Evaluation Findings from Study Circles

Study Circle participants were surveyed to assess the effectiveness of the Study Circle curriculum and to measure change in their attitudes and behaviors attributable to the program. Among the findings from this evaluation were the following key statistics:

- 83% of respondents felt like they can make a positive difference in their community
- 100% increased their knowledge of poverty; 56% had already taken action

Key Evaluation Findings from LeadershipPlenty®

LeadershipPlenty participants were surveyed to assess the effectiveness of the LeadershipPlenty® program and to measure change in their perceptions regarding leadership and community involvement. Findings included the following key statistics:

- 60% of respondents intended to use the skills acquired through LeadershipPlenty® to expand local leadership training
- 70% intended to use those skills to involve more parts of the community in making decisions for the community
- 80% of LeadershipPlenty® participants would like to see the community involve low-income people in community decisions and leadership

Full community evaluation data is available upon request. Email horizons@umn.edu or call 866-407-4906 for more information.

HORIZONS

COMMUNITY LEADERSHIP TO REDUCE POVERTY

Appleton, Minnesota

November 2009

Appleton is a town with dynamic community spirit. It sees value in its youth and seeks to create opportunity for vibrant local businesses, local consumers, and employment. Appleton achieves these goals in an environment that provides community services and quality health care through its effective and responsive leadership.

Created by:
Al Smith
Mary Lou Smith
Judy Glimsdal
David Johnson
Barb McKewin
Bud Roy
David Grams
Judy Roy

Horizons team composition

The Horizons team is composed of:

1. Community Bloggers
2. Three representatives from each Vision Team:
 - a. Join With Others to Create Change
 - b. Create Jobs
 - c. Build Individual Family and Community Assets and Hold Onto Them
 - d. Appleton Seeds of Peace (Merger of Fight Racism and Focus on Early Childhood Youth and Schools)

Horizons team purpose

The purpose of the Horizons team is to:

1. Sustain the vision around poverty reduction and leadership development in the community
2. Coordinate Vision Team work to avoid scheduling conflicts or duplicating funder requests
3. Come to a consensus on distribution of grant funds based on requests/plans submitted by Vision Teams
4. Share information and materials and support joint Vision Team events or activities

Infrastructure

In order to facilitate productive working relationships among team members, the team accepts the following meeting norms, roles, and responsibilities:

1. The Horizons team will meet on the fourth Monday of each month at 7:00pm at Pioneer Public Television Building
2. Horizons team members will fill the following roles as specified
 - a. President
 - b. Vice President
 - c. Treasurer
 - d. Secretary
 - e. Public Relations
 - f. Fiscal agent liaison
3. Team members' responsibilities include
 - a. Attending meetings prepared to participate
 - b. Sending the facilitator agenda items and supporting materials prior to the meeting
4. Additional/new members
 - a. All Vision Teams will invite people from the community to join as their interest dictates. New members will be briefed by the recorder, and by past meeting minutes and the media scrap book.

Decision-making process and team culture

To ensure that all voices are heard and in an effort to arrive at the best possible decision, the team adopts the following decision-making processes and cultural norms:

1. Basic ground rules
 - a. Be on Time
 - b. Cell phones off
 - c. If unable to attend, let another Horizons Team member know. If possible, give briefing from Vision Team
 - d. Show respect for all discussion and opinions
 - e. No swearing
2. Decision making protocol
 - a. Chosen representatives from Vision Teams will each have one vote
 - b. Initially, there will be a “Thumbs up/thumbs down” tally taken to see if there’s overall agreement. The goal is to reach consensus on key requests in a timely manner while recognizing everyone’s voice as equal
 - c. If vote is necessary, majority rules defined as fifty percent plus one of eligible voting representatives in attendance
 - d. Any grant request less than \$250 requires a simple majority of eligible voting members in attendance.
 - e. Any grant request \$250 and greater, requires at least 5 members to be present, with simple majority ruling.

Resource leveraging and allocation

In order to maximize resources for work team projects and to establish transparency in the funding process, the team adopts the following structure and guidelines for distribution of funds:

1. The Horizons Team fiscal agent is Preserve Appleton's Heritage, Inc.
2. Criteria/guidelines (See attached *Funds Grant Application* form)
3. Criteria for awarding grants include:
 - a. Projects should have a goal of reducing poverty and/or building leadership in the community
 - b. Projects should build or sustain partnerships or collaborations
 - c. Projects should have a plan for accessing funds/support from the community to augment Horizons funding—e.g. matching funds from corporations or foundations, in-kind contributions, individual donations (adopt-a-project), fundraising events, revenue generating services, etc.
4. Requests for loans will be assessed on a case by case basis
5. Any project receiving funding from the Horizons Team must submit a wrap-up report. The report is due approximately a month after the conclusion of the project (at the next Horizon Team meeting). This report should include the following:
 - a. What worked well and what could be improved
 - b. Impact on poverty reduction and/or leadership development
 - c. Numbers: How many people attended, were affected, etc
 - d. Collaboration: who was involved in project?
 - e. Final actual budget expenditures with receipts attached
 - f. If information is not received, grant money will be returned to Horizons Team
6. The Horizons Team will also pursue other grants, and have fundraisers as deemed appropriate and necessary.

Communication systems

So that the activities of the Horizons Team and Vision Work Teams are visible and transparent to the broad community, we identify these primary communication outlets:

1. Community Blog: With training from Extension, bloggers will update the community website with information, agendas, and minutes of the Horizons Team meetings. Horizon Team members can also submit material to be posted on the site—e.g. news articles, community event dates, etc.
2. Broad community communications: The Horizons Team recorder will be the contact for the local newspaper. Other team members will provide connections to other media, including community email list.

Vision affirmation/sustainability

To sustain the efforts of Horizons Team and Vision Work Team members, we commit to the following activities:

1. Regroup and re-energize Vision Teams
 - a. By celebrating completion of projects, through ribbon cuttings, public receptions, etc.
 - b. With feature stories in the local newspaper
 - c. Annual fundraiser and celebration
2. Training or coaching in specific goal areas. Currently, team members are requesting training in:
 - a. Blogging
 - b. Meeting facilitation and record keeping
 - c. Grant writing/fundraising

In agreement

Horizon Team Member _____

Horizon Team Member _____

Horizon Team Member _____

Horizon Team Member _____

Horizon Team Member _____

Horizon Team Member _____

Fiscal Liaison _____

Signed and Approved on _____

Revised on _____

Appleton

Work Team Name: Join With Others To Create Change

Team Members: Dave Tjosaas, Bud Roy, Al Smith, (Horizons Team) Mary Lou Smith (Co-Facilitator and Horizons Team) Chris Robbins, Elwood McBrady, Terry Walker, Andre Handson, (Co-Facilitator) Deb Colon

Please identify the following: Facilitator(s), Horizons Team Representatives

Priority Vision Action Area: Positive change within neighborhoods.

Work Team Purpose Statement(s): To improve the relationships in our neighborhoods.

Activity	Who will make sure it gets done? Who will assist?	What kinds of resources (money, skills, supplies, etc.) are needed to get it done?	By when should it be done?	How will we know it was successful?
<p>Block Parties to promote the community of Appleton and bring neighbors together. A way for the leadership of Appleton to meet folks from all walks of life and income levels.</p>	<p>Allan, Mary Lou, Deb, Andre, Bud, and Elwood.</p>	<p>Paper, and printing for fliers. Advertising.</p>	<p>May 2010</p>	<p>Turn out, and number of block parties held.</p>
<p>Community Center/52 Wing. Continue improvements, and see if expanded community center viable. Existing structure is an auditorium and gym. Expand to bring more entertainment into community and make a public space open at certain times to children for playing basketball, etc. This would be free so that lower income children can also partake.</p>	<p>Mary Lou, Allan, Deb, Elwood.</p>	<p>Money for concert promotions, microphones, sound improvements. Movie night for kids, and families. Gym improvement.</p>	<p>January 2010</p>	<p>Turn out for community concerts. Turn out for movies, and family nights.</p>

Appleton

Work Team Name: Appleton Seeds of Peace

Team Members: Suzanne Tjosaas (facilitator) , Judy Glimsdal, (Horizons Team) David Johnson (Horizons Team), Andre Handson, Chris Robbins.

Please identify the following: Facilitator(s), Horizons Team Representatives

Priority Vision Action Area: Early Childhood Youth, and schools, and Fight Racism, This is the merger of the two groups. Appleton Seeds, is the education portion, and P.E.A.C.E. (People Encouraging Acceptance, and Cultural Equality).

Work Team Purpose Statement(s): The focus on youth in our communities, and welcoming of an increasingly larger minority population, while educating all in the community on cultural diversity.

Activity	Who will make sure it gets done? Who will assist?	What kinds of resources (money, skills, supplies, etc.) are needed to get it done?	By when should it be done?	How will we know it was successful?
Taste of Appleton potluck, a celebration of diversity through the sharing of ethnic dishes. Build bridges between the newer community of color in Appleton and the older more established community.	Suzane, Andre	Advertising, door prizes, as well as prizes for best dish.	November 14, 2009	Turn out. How many in the community will show, and how much beyond the normal Norwegian and German fare we go.
Button Design Contest. A contest to design a button to celebrate Appleton’s diversity.	David	Promotion and prizes Winners announced at Swift county fair. Button done for Applefest, September 2010.	July 2010	Number of contest entries, and excitement created.

Community Youth center	Suzane and David	Research building space. Advertising and promotion. Equipment and possible building space.	September 1, 2010	Building space secured, attendance by youth is high, and Board of directors made up of youth.
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Name of Community

Work Team Name: Build Individual, Family, and Community Assets and Hold Onto Them.

Team Members: Barb McKewen, (Facilitator, Horizons Team) Bud Roy, (Horizons Team) Larry Johnson, Andre Handson, Les Hean, Vince Palerino

Please identify the following: Facilitator(s), Horizons Team Representatives

Priority Vision Action Area: Build Individual, Family, and Community Assets and Hold Onto Them

Work Team Purpose Statement(s): To restore Appleton, to its historic past, celebrating its long time love affair with the arts.

Activity	Who will make sure it gets done? Who will assist?	What kinds of resources (money, skills, supplies, etc.) are needed to get it done?	By when should it be done?	How will we know it was successful?
<p>Restoration of Historic Appleton Opera House. This opera house is from 1895, and is very close to being a useable structure. It does need an elevator and handicap accessible bathrooms. Also long term plans are to conduct summer drama/arts camp in Appleton for kids, especially targeting lower income kids that cannot usually afford such opportunities.</p>	<p>Whole team</p>	<p>Grant research. Money available from new Minnesota Legacy sales tax. Promotion, and advertising. Cleaning supplies possible in kind “elbow grease,” provided. Biggest financial hurdle is installation of elevator, and handicap accessible restrooms.</p>	<p>September 2010.</p>	<p>Grant money secured, space remodeled.</p>

Drama/arts camp for kids, including those in poverty.	Bud Roy	Research and promotion. Money for recruitment of University drama student(s) for stipend. Possible Americorp partnership. Promotion of first production.	September 2011	Drama/arts camp for kids, started.
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Appleton

Work Team Name: Create More and Better Jobs.

Team Members: David Gramms, (Facilitator, Horizons team) Bud Roy, Judy Roy (Horizons Team) Hope Britton, Barb McKewen, Chris Robbins, Steven Pfeffer, Suzanne Tjosaas, Kevin Wilkening, Paul Schwarz, Andre Handson.

Please identify the following: Facilitator(s), Horizons Team Representatives

Priority Vision Action Area: Creating business opportunities and jobs.

Work Team Purpose Statement(s): Creating a prosperous Appleton through business opportunities and job creation.

Activity	Who will make sure it gets done? Who will assist?	What kinds of resources (money, skills, supplies, etc.) are needed to get it done?	By when should it be done?	How will we know it was successful?
<p>Empty building inventory (including houses). This is essential in creating jobs in Appleton. We need to have an inventory of available spaces for business to develop, and available housing for people that cannot afford some of the newer developments. Housing is also essential for a work force, that currently works at the prison. Having majority live in Appleton, creates jobs in service industry vastly affecting lower income people with more opportunities.</p>	<p>David and Larry</p>	<p>Ink, printing, maps</p>	<p>January 1, 2010</p>	<p>Inventory in place, with recommendations based on condition, and possible use.</p>

<p>Entrepreneur Club/Mentorship. Pairing budding entrepreneurs with existing, experienced business owners. Many lower hourly wage workers may have business ideas, that need to be cultivated.</p>	<p>David, Andre</p>	<p>Promotions, advertising, speakers/trainers stipends for group.</p>	<p>January 1, 2010</p>	<p>Club in place and active. One new business started from it.</p>
<p>Business workshops: how to write a small business plan, and how to interview for a job/promotion training. This is essential for lower income people to lift themselves out of poverty into a better paying job.</p>	<p>David</p>	<p>Set date for training. Money for handouts, promotions, and for trainer. (Possible trainer in-kind contribution).</p>	<p>June 1, 2010</p>	<p>First class held with attendance of one or more.</p>