

Adult Programming for the Historic Eidem Homestead



Prepared by

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Prepared on Behalf of

City of Brooklyn Park Recreation and Parks Department

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Resilient Communities Project

UNIVERSITY OF MINNESOTA
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The project on which this report is based was completed in collaboration with the City of Brooklyn Park as part of the 2016–2017 Resilient Communities Project (RCP) partnership. RCP is a program at the University of Minnesota’s Center for Urban and Regional Affairs (CURA) that connects University faculty and students with Minnesota communities to address strategic projects that advance local resilience and sustainability.

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Executive Summary

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This project was completed in partnership with the City of Brooklyn Park's Recreation and Parks Department as part of Designing the Adult Education Program OLPD 5204, a course at the University of Minnesota offered in Spring 2017, with support from the Resilient Communities Project (RCP). RCP is a program of the Center for Urban and Regional Affairs (CURA).

Introduction

Eidem Homestead is a 15-acre historical farm located in Brooklyn Park, Minnesota just north of Highway 610 and east of Noble Pkwy. A variety of historical and recreational activities incorporate the historic facilities and equipment while inviting visitors to imagine what life was like as a Norwegian immigrant farmer at the turn of the 20th century. The city is in the process of creating a new master plan to create more interest in the location among its increasingly diverse adult population.

Purpose

To develop new adult programming and identify challenges and opportunities for the Eidem Homestead as it maintains its relevance in a changing city. The new Eidem programming vision builds a bridge between Brooklyn Park's past, present and future.

Methods

As part of Designing the Adult Education Program course, students explored the Integrative Program Planning Model, which helped direct their research. By exploring potential adult education programs, as well as a field visit to the Homestead itself, students examined the potential for growth in the programming at Eidem Homestead.

First Steps

Create steering committee

- Comprised of community members and stakeholders
- Draft mission / vision statement
- Propose and explore potential programming
- Evaluate successes and areas for growth
- Gauge community interest in expanded, accessible facilities

Six Potential Programs

The following are six potential program recommendations that could be implemented using the current facilities. All would benefit from updates of existing facilities.

Cycling

- Rest Stop: Provide welcoming rest stop facilities (water, bathrooms, shelter, etc.) for cyclists and pedestrians along the Shingle Creek Regional Trail, which borders the western side of the homestead.
- Historical Tour: Connect individuals to the roots and history of their community through guided tours highlighting points of historical and cultural significance throughout Brooklyn Park and the surrounding area.

Canning

- Offer a fun, hands-on experience for community members to learn about the history of food preservation in a historic setting, while gaining skills and knowledge to process their own food at home. Canning class can be paired with a guided tour of the homestead.



Community Garden

- Create community and foster healthier living through small community gardens, especially among and between immigrant communities as a way for immigrants to maintain cultural practices and build intergenerational relationships. There is a natural connection between modern immigrants and the historical roots of Eidem as an immigrant farm.

Farmers Market

- Use the Eidem Homestead location to host a Farmers Market to provide fresh, local goods at affordable prices. Partner with local farmers and food truck vendors to promote the homestead as a community gathering space. Work with Hennepin County and the USDA to become a SNAP-authorized retailer. Allowing for SNAP benefits to be used on the fresh produce helps promote equity and accessibility in the Brooklyn Park area.

Festival

- Unite members of the Brooklyn Park and surrounding communities to enjoy a weekend of local entertainment and food at the Eidem Homestead. Potential to hold festival events in conjunction with Brooklyn Park 'Tater Days' to add a history component to the festival.

Past-Times

- Host a family outdoor activity day for Brooklyn Park residents to learn about outdoor recreational activities of the early 1900s. Partner with Brooklyn Park summer youth community education programs and invite families to participate.

Maintain Growth

Maintain Community Involvement

- Create Board of Directors
- Expand steering committee to invite greater community control and participation

Update Facilities

- While exploring potential program ideas, we found that updates to the current facilities could greatly benefit the Homestead as a community attraction.
- Priority: bathroom facilities, running water, electricity, storage, increased parking, and signage.

Marketing

- Social media
- Community partners
- Word of mouth

Conclusion

The Eidem Homestead holds great potential to be an integral thread in the historical fabric of Brooklyn Park. The establishment of a steering committee will guide the ongoing development, implementation, and modification of intentional, targeted programming. This will help the Homestead maintain relevance in this growing and changing community. By updating the current facilities, the Eidem Homestead will be more accessible and inviting to the increasingly diverse population of the city.

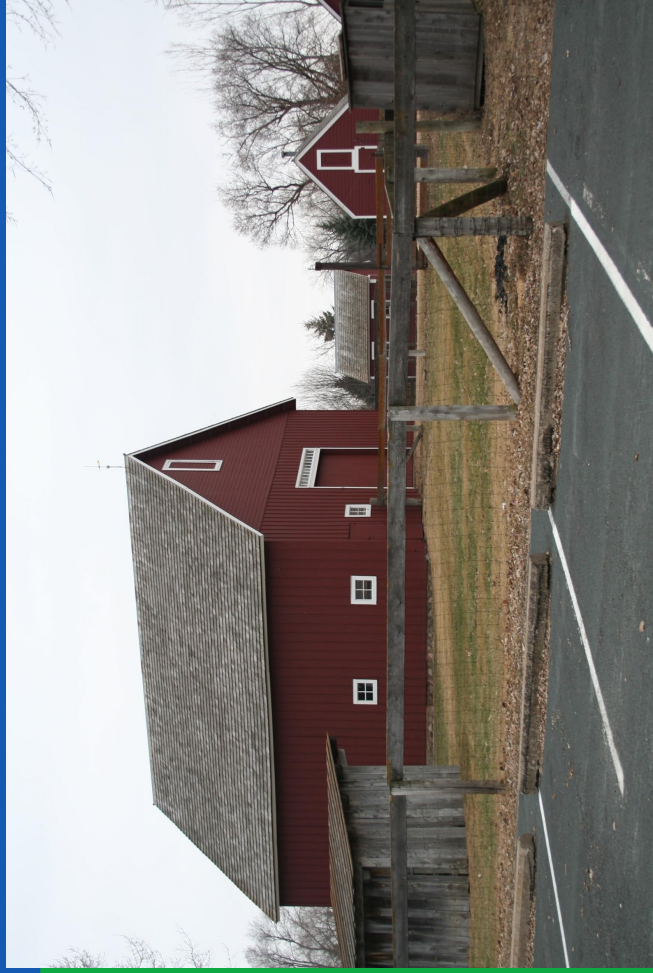


PowerPoint Presentation

Adult Programming for the Historic Eidem Homestead

Adult Programming for the Historic

Eidem Homestead



Bridging Brooklyn Park's
Past, Present, and Future

Nathaniel Hart-Andersen
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Our Commitments in Scope of Work

Project Description

Students will develop recommendations and plans for new adult programming. These programs will include possibilities for implementations both with and without the addition of new buildings or facilities.

Brooklyn Park Recreation & Parks Department Mission Statement

- 2010 -

Mission

Brooklyn Park: a thriving community inspiring pride where opportunities exist for all.

Purpose

To provide recreation and parks that create a sense of place and sense of community.

Vision

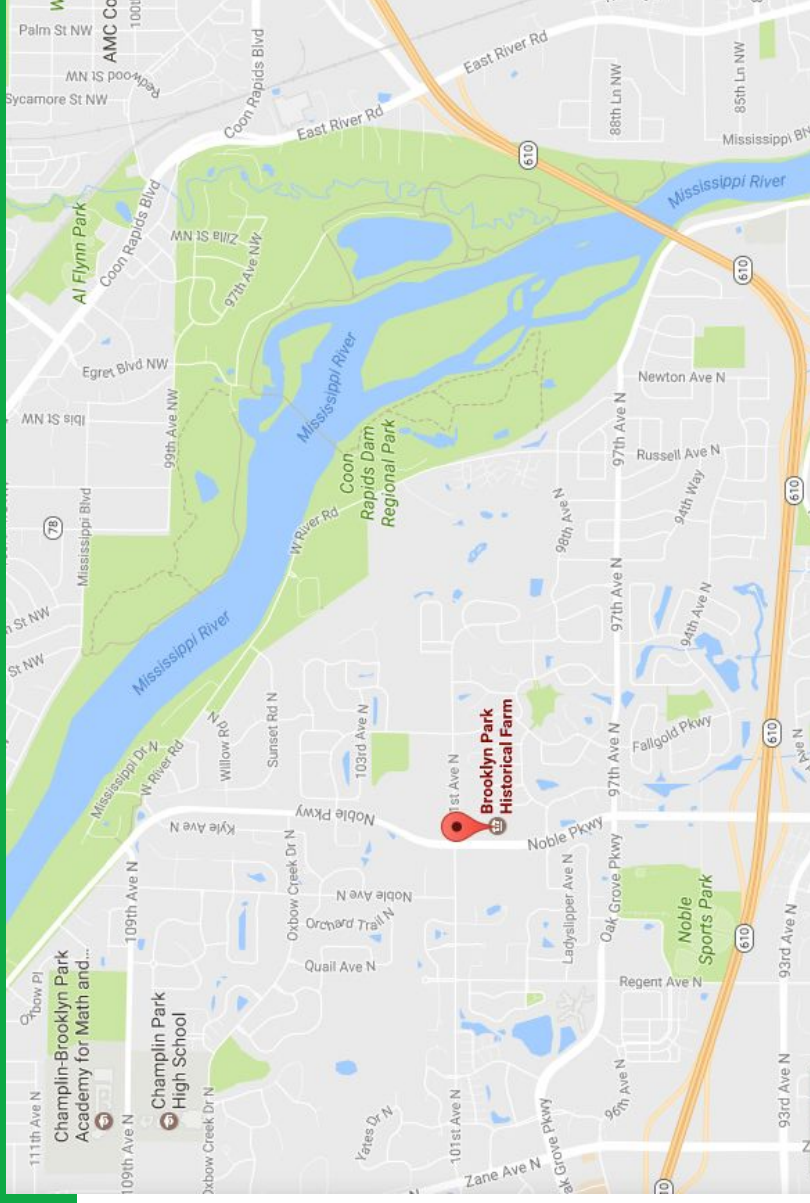
How will the community look when we have achieved our goals? *Happy healthy people living in harmony.*

Guiding Principle

Recreation and Parks provides enjoyment, fun, and opportunities for growth while improving the quality of life in Brooklyn Park.

Background

Eidem Homestead is a 15-acre historical farm located in Brooklyn Park, Minnesota north of Highway 610 and just east of Noble Parkway.



Current Programming & Vision

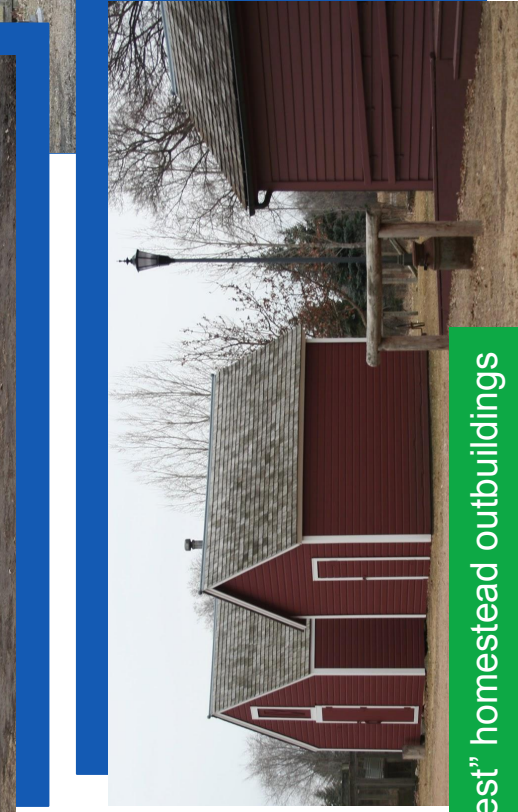
A variety of historical and recreational activities incorporate the historic facilities and equipment while inviting visitors to imagine what life was like as a Norwegian immigrant farmer at the turn of the 20th century. The city is in the process of creating a new master plan to create more interest in the location among its increasingly diverse adult population.



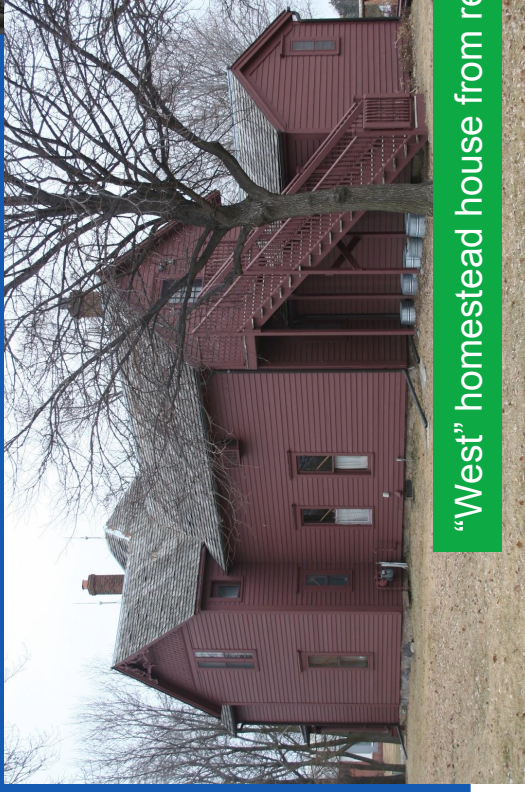
“East” homestead house and garage



“West” homestead barn



“West” homestead outbuildings



“West” homestead house from rear

“East” homestead sheep shelter



“West” homestead toolshed



“West” homestead farm equipment



“West” homestead interior



Our Focus

First
Steps

Potential
Programs

Maintaining
Growth



First Steps

Steering Committee

For any programming to be successful, community investment and involvement is crucial.

One way to increase community involvement is through the creation of a steering committee comprised of community members and stakeholders.

This committee would draft a mission statement, which would guide the planning of targeted programming and events.

They would also evaluate program implementation in order to ensure Eidem is progressing towards the vision outlined in its mission statement.

Six Potential Programs

Cycling: Rest stop

Purpose: Provide welcoming rest stop facilities for cyclists and pedestrians along the Shingle Creek Regional Trail which borders the western edge of the homestead.

Connections: Could be established and maintained in conjunction with a local organization (cycling, health, etc.) to promote physical activity, health, and safety.



Facility Needs

- Bathroom Facilities
- Water
 - Water bottles
 - Dog water
- Foul Weather Shelter
- Bicycle Racks

Marketing

- Local bike shops in the Twin Cities
- Websites of local bike events and shops
- Signs posted along bike trail near farm entrance
 - “Cyclists Welcome”
 - Water/Bathrooms
 - Hours of operation
 - Foul weather shelter

Staffing Needs

- Dependent on bathroom and water access:
 - If bathroom and water are always available or open to the public, no staff is needed.
 - If bathroom access is limited to hours of operation for the homestead itself, a staff person is needed to provide access.

Cycling: Historical Tours



Purpose: To provide a gathering and starting point for cycling tours of historical points of interest throughout Brooklyn Park (and potentially further reaching).

Connections: Tours could be offered in partnership with the Minnesota Historical Society, the Three Rivers Parks District, and the Brooklyn Historical Society.

Tours could also involve local cycling groups and businesses.

Facility Needs

- Bathroom Facilities
- Water
- Bicycle Rack
- Parking

Marketing

- Local bike shops and cycling events in the Twin Cities
- Websites of local cycling events and shops
- Sign posted along Shingle Creek Regional Trail
- Historical Society websites
- Community center

Staffing Needs

At least one staff member would be needed on site to promote and orchestrate the beginning and end of the ride.

Staff would likely not be required to participate in the ride itself, if a knowledgeable guide is found.

Locations

- Celebrity Homes
 - Kirby Puckett
 - Garrison Keillor
 - Jesse Ventura
- Coon Rapids Dam

Canning Class



Purpose: To offer a fun, hands-on experience for community members to learn about the history of food preservation, all while creating a product and gaining skills to can at home.

Connections: Class could be offered in partnership with area Community Education programs. Class could be paired with a historic site tour.

Facility Needs

- Bathroom Facilities
- Running water and electricity
 - Draw in more participants
 - Year-round class options
- Event could run with facilities as-is, but these enhancements would allow for increased participation

Marketing

- Print Campaign
- Brooklyn Park brochures and mailings
 - Community Education catalogue
- Online Marketing
- Social Media
 - Brooklyn Park website

Staffing Needs

- One instructor from current staff, volunteers, or an instructor from the local community education program.
- Staff must be confident in historical canning techniques.
- If class is combined with homestead tour, historically costumed volunteers are needed.

Farmers Market



Purpose: To provide fresh and locally-made goods to residents of Brooklyn Park & surrounding area at affordable prices. Partner with local farmers and food truck vendors to promote the homestead as a community gathering space.

Connections:

- Work as an extension of the existing farmers market.
- Partner with Hennepin County and the USDA to become a SNAP-authorized retailer.

Facility Needs

- Running water
- Electricity hookups (for food trucks)
- Updated, accessible bathroom facilities
- Increased parking space

Marketing

- Print materials available at the current Zane Sports Park Market
- Social media
- Press release to local news media
- Flyers and posters
- Partner with Hennepin County if Market is SNAP-authorized
- Kick-off event to garner interest in the new Market space

Staffing Needs

Pre-event: Recruit, communicate, and organize vendors in the space

During event: Staff available for directing parking and staffing a booth with further information about Eidem's offerings.

Post event: Staff must evaluate and revise program for greater efficiency at next Market

Community Garden

Purpose: To create community across cultural and ethnic groups through gardening

Connections: There are a wide variety of potential community partners, from immigrant groups (Hmong American Partnership, CAPI) to non-profits (Gardening Matters) and government agencies (DHS, SHIP)



Facility Needs

- Fencing
- Tools
- Shed
- Water
- Would benefit from better restrooms, kitchen facilities

Marketing

- Word of mouth
- Networking
- Community partnerships
- Social Media
- Community Education brochures

Staffing Needs

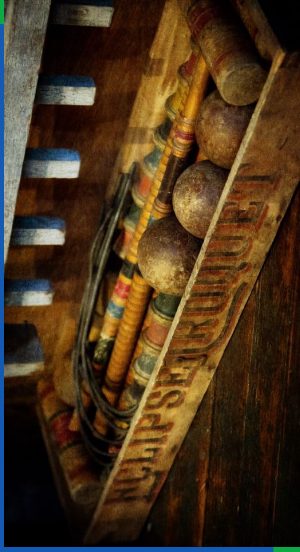
- Grant Acquisition
- Outreach/coordinators
- Translators/Interpreters

Recreation & Pastimes

Purpose: Host an outdoor activity day for Brooklyn Park residents to learn about outdoor recreational activities of the early 1900s.

Connections:

- Partner with Brooklyn Park summer community education programs.
- Partner with 'It's Just Lunch' or other dating companies to host events.
- Coordinate with AARP or other senior services.



Facility Needs

- Bathrooms (accessible)
- Educational center
- Food trucks for weekend-long event

Event could run with facilities as-is, but these enhancements could increase participation

Marketing

- Local, St. Paul, and Minneapolis newspapers
- Radio
- Community Education bulletin
- Eidem social media pages

Staffing Needs

- One staff member to facilitate registration and class organization
- Instructors to lead classes
- Costumed volunteers

Festival



Purpose: Unite members of the Brooklyn Park and surrounding communities to enjoy a weekend of local entertainment and food at the Eidem Homestead.

Connections: Add a historical component to the annual 'Tater Daze' festival

Facility Needs

- Running water
- Electricity hookups (for food trucks)
- Updated, accessible bathroom facilities
- Increased parking space

Marketing

- Local newspaper
- Eidem social media pages
- Flyers and posters
- Radio

Staffing Needs

- Pre-event:** Work with 'Tater Days' committee to incorporate Eidem Homestead, recruit and organize vendors
- During event:** Security to monitor the event

Considerations

- Timing/Season
- Audience
- Resources
- Facilities
- Weather



Current bathroom facilities (above)
and parking (left)



Maintaining Growth

Community Involvement

- Create Board of Directors
- Expand Steering Committee

Marketing

- Social Media
- Community Partners
- Word of mouth
- Radio

Facility Updates

- Priority updates:
- Bathrooms
 - Running water
 - Electricity
 - Storage
 - Increased parking
 - Signage

Final Thoughts

Questions?

Photo Credits:

Brooklyn Park. (2017). *Eidem programs* [digital image]. Retrieved from <http://www.brooklynpark.org/city-government/recreation-and-parks/eidem-programs/>

Brooklyn Park. (2017). *Volunteers at Eidem Homestead* [digital image]. Retrieved from <http://www.brooklynpark.org/city-government/recreation-and-parks/volunteer-at-eidem-homestead/>