



Minnesota Legacy Arts and Culture Heritage Fund Grant Project:

Documenting North Minneapolis Culture through Food Storytelling

Report to the Legislature Fiscal Year 2022

Grant #PO 208129/300-11473



Project Description:

Community Cooks is our flagship program. It was started by our three co-founders, Tasha Powell, Princess Haley and Michelle Horovitz, as a method to engage North Minneapolis community members together in dialogue through cooking, eating and supporting each other. These healthy cooking workshops bring together diverse groups of individuals and provide a backdrop of food skills development, for a chance to build connections and social networks within the community. Participants who join us for Community Cooks tend to be primarily from the North Minneapolis community. Appetite For Change has never had the opportunity to document the experience of a Community Cooks workshop, including the rich cultural histories of BIPOC Minnesotans centered around food. North Minneapolis, a community comprised of primarily BIPOC residents, holds countless stories about the community's history and cultural traditions. With this funding from the Clean Water Land & Legacy Fund, Appetite for Change is recording a series of facilitated community conversations centered around food traditions and storytelling, drawing out personal histories and the legacy of the many diverse cultures that make up North Minneapolis.

Project Activities:

Grantee: Appetite for Change

Phone: (612) 588-7611

Email: Giving@afc.org

Project web address:

www.appetiteforchange.org and

<https://www.youtube.com/@appetiteforchangeinc.7649/videos> and

<https://appetiteforchangemn.org/northside-stories/>

2022 Fiscal Year Funding Amount: \$72,500 (of a two-year, \$150,000 grant award)

Additional Project Funding: N/A

Project Start Date: January 2022

Project End Date: June 30, 2023

Number FTE Funded: 0.7

Appetite For Change 2022 Board Members:

Darlynn Benjamin, Co-Chair

Executive Assistant to Senior Vice President of Impact, Minneapolis Foundation

Lee Friedman, Co-Chair

Chief Operating Officer, Jewish Family & Children's Services

Harvey Rupert, Vice Chair

Transactional Attorney, Wells Fargo

Brent Marmo, Board Secretary and Chair of Board Governance Committee

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Ariel Tauer, Treasurer and Chair of Finance Committee

Principal, Boston Consulting Group

Joselynn Fynboh, Chair of Advancement Committee

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Elizer Darris
Co-Executive Director, Minnesota Freedom Fund

Dominique Harris
National Sales Director, Cargill

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President/Owner, Risk Management Consulting Services, LLC

Mike Percic
Senior Executive, Target

Lester Royal III
Owner, Tri-Construction

Malik Rucker
Director, Community Engagement and Partnerships, V3 Sports

Trent Taher
Vice President of Purchasing, Taher Inc.; and Co-Founder, Craftmade Aprons

Lauretta Dawolo Towns
Teacher, Roseville Area Schools

Project Expenditures:

The direct expenses of this project during the period of 1/3/22 through 6/30/22 were \$11,280.60. Project costs included staffing, studio rental, family participation incentives, workshop supplies and materials, communication and promotion, and a video editing contractor. Project staffing includes Nicole Powell - Community Cooks Program Manager, LaTajah Powell, Program Facilitator, and Skye Ryge, AFC Communications. The \$11,280.60 spent as of 6/30/22 includes: \$1,665.60 Program Manager salary, \$1,050 Program Facilitator salary, \$4,500 in Video Editing Contractor expenses (Gabriel Rios, Diversity Media Group), \$165 workshop supplies/materials (including meal ingredients for the 5/26/22 recording session), \$300 in family participation incentives (for the 5/26/22 recording session), \$600 in facilities costs (Breaking Bread Cafe, 1210 W Broadway Ave, Minneapolis, MN 55411, an AFC Social Enterprise), and \$3,000 in Communication/Promotion.

Progress Update:

During the reporting period (1/3/22 through 6/30/22), the AFC team worked with Gabriel Rios of Diversity Media Group to record conversations with North Minneapolis community leaders of color around food and their personal histories. Community Cooks Program Manager Nicole Powell facilitated the team's first session at Breaking Bread Cafe on **May 26, 2022**, with North Minneapolis civil rights activist **Spike Moss**.



The Appetite For Change team with North Minneapolis activist Spike Moss

A well-known Northside presence and knowledgeable community historian, Mr. Moss told Nicole Powell, “I was born in what was called Jim Crow, and in Jim Crow, you could not come through that door, walk inside, and be seated in this restaurant. The signs at the door would say ‘White Only.’”

“We couldn’t go to the city park, we couldn’t swim in the city swimming pool,” said Mr. Moss. Even though the public school was across the street, he described holding classes for all Black students of all grades in the garage with a single teacher, while the buses picked up White students and parked outside. “So I thank God that my mother brought me to Minnesota and I got to see things from a different

perspective, but by going home every summer [to Missouri], I would experience Jim Crow again.”

Recordings take place in front of a live audience, with other members of the community attending. Participating families enjoy a catered meal together at each session, and receive stipends for their contributions to the documentation project. Families receive up to \$1,500 for participating (for a multigenerational family of up to 10 individuals), and families of up to 3 receive \$500 for participating. Appetite For Change strongly values compensation for our community sharing their wisdom and stories.

2022 sessions recorded after 6/30/22 included:

July 21, 2022- Charles Caldwell
September 7, 2022- Tanet Boudah
September 22, 2022- Manu Lewis
October 12, 2022- Nothando Zulu
October 20, 2022- Jeweleen Jackson
October 20, 2022- Thandisizwe Jackson
December 23, 2022- Steve Powell

In 2023, AFC plans to bring all the participants together to cook and have a community conversation with those who have worked, lived, and advocated for the North Minneapolis community. In 2023, additional recorded sessions will be shared at our website, www.appetiteforchange.org, on our YouTube channel, <https://www.youtube.com/@appetiteforchangeinc.7649/videos>, and in social media at: <https://www.facebook.com/appetiteforchange/> and <https://twitter.com/afcmn>.

Highlights of forthcoming conversations include the October 2022 session with **Nothando Zulu**, local storyteller, <https://nzulu.com/>. In conversation with AFC’s Nicole Powell, Ms. Zulu shared, “I love to say that I’m country. I’m from Franklin, Virginia, County Southampton. That’s a very important county because that is Nat Turner’s county.” Ms. Zulu’s oral history included her experience as a “sharecropper’s daughter,” including her memories of starting work in the fields at the age of 7, paired with an adult, to grow and harvest peanuts.

Proposed Measurable Outcomes:

This project will be a catalyst for the culture and history of North Minneapolis, and its many diverse residents, to thrive through storytelling centered around food and food traditions. Through this project, more Minnesotans will be exposed to the culture and history of North Minneapolis and Black American cuisine measured through the number of views for each video on YouTube, as well as the number of shares, likes

and comments on each video. This project will also increase social connectedness between those participating in the recorded workshop discussions, measured through the number of workshops completed, the number of individuals attending each workshop and the diversity of attendees by race, age and gender.

Proposed Outcomes Achieved

Achieved some of the proposed outcomes (Achieved less than 50% of proposed outcomes).

Evaluation Plan and Results

In keeping with the eight goals of the Legacy grant program, the project has achieved the following results to date:

Project Outputs:

As of 6/30/22, AFC completed one recording session, and scheduled an additional 7 sessions for the remainder of 2022 (July-December 2022). Details from the additional 2022 sessions are forthcoming in future Legacy grant reports. Please visit Northside Stories, <https://appetiteforchangemn.org/northside-stories/>, for a sample video representing the recorded session with Mr. Moss in May 2022.

Legacy Program Outcomes:

1. Support: Minnesotans express broad public support for the arts, history, and cultural heritage programs.

AFC is proud of our Legacy support and shares Legacy recognition in each video, as well as at our website, www.appetiteforchange.org. The program continues to promote Minnesota's rich arts and culture legacy here in North Minnesota and to communities everywhere.

2. Engagement: The number and diversity of children and adults actively engaged in lifelong learning in arts, history, and cultural heritage programs has grown significantly.

AFC is engaging diverse North Minneapolis community leaders in this program, creating new multigenerational connections while also providing enriched history of stories from the community, for the community, and by the community for generations to come.

3. Access: Participation in arts, history, and cultural heritage programs by Minnesotans in

currently underserved areas and/or groups has increased significantly.

AFC's participating families for this cultural heritage program were all drawn from the North Minneapolis community, a community comprised of approximately 75% BIPOC residents where many residents reside in food deserts and experience low food access.

4. Transparency: Minnesotans believe that the ACHF funding process has been public and transparent and that the results are being measured and communicated.

Through regular reporting and sharing project results online at the completion of the project, AFC will join other Legacy grantees in contributing to the transparency of the grant program.

5. Sustainability: The financial vitality of the arts, history and cultural heritage sector has improved.

AFC would have been unlikely to undertake this cultural heritage project without Legacy grant support, preserving cultural history that would have otherwise been lost to future generations of Minnesotans.

6. Collaboration: There are more, stronger and effective collaborations in the arts, history and cultural heritage sector.

Our goal in designing the recorded family history project was to increase social connectedness. AFC anticipates future program collaborations taking shape from the community conversations made possible through the Legacy grant.

7. Funding Continuity: The Legislature supports long-term plans that will have impacts beyond the biennium.

AFC is preserving the cultural legacy of North Minneapolis families for the future through video recordings of the 2022-2023 sessions that will be released during 2023 and made available widely to the public. Following the final workshop, AFC's Marketing and Communications team will upload all videos to AFC's YouTube channel and release 1/week for 10 weeks, with special promotions leading up to each week's release including promotional clips and interviews with participants about

the experience. The goal will be to spread this series as a cultural interest piece across the Twin Cities, and if possible, across the state of Minnesota.

8. Destination: Minnesota is seen more favorably than other states as a place to live, learn, run a business and raise a family.

North Minneapolis is known for its rich cultural heritage, including traditional foods from many different cultures. AFC's own Breaking Bread Cafe and other Northside soul food restaurants such as Sammy's Avenue Eatery and Soul Bowl are a draw for lovers of good food everywhere. This project will raise the visibility of Black food culture in the Northside community and, by sharing the recorded histories online, connect our community with other Black communities nationally in conversation around food.

Issues Addressed

Food is a central element of North Minneapolis culture, where geographic boundaries reflect the historic segregation that led to deeply rooted Black communities living in Northside neighborhoods.

Community Cooks, our flagship program, celebrates culinary traditions of Black America by bringing together diverse audiences to gather, cook, eat, learn and talk. Through a lens of Black cultural traditions, this program centers Black youth and adults as leaders and teachers of cultural wisdom. Meals prepared often highlight produce grown in Appetite For Change's urban farms, which grow many of the staples of Black cuisine.

This grant supports Appetite For Change in taking this work to the next level and documenting the meaningful conversations had by community leaders to be apart of our upcoming community cooks workshops. By video recording a series of sessions, with conversation prompts about community history and cultural traditions - particularly guided by food memories and traditions - we will be able to promote the cultural legacy of North Minneapolis to the broader community throughout MN, spreading a narrative to counteract the unfortunate narrative often portrayed by media of this community as full of violence and despair.

Continuing a rich tradition of capturing oral histories to preserve and document African American culture and tradition, AFC is working with local community leaders to preserve our own community's history for future generations. AFC looks forward to continuing these recorded conversations and sharing our rich North Minneapolis cultural heritage with communities everywhere.