

MORNINGSIDE NEIGHBORHOOD ASSOCIATION POLICIES

The following policies were developed and approved by the Morningside Neighborhood Association (MNA) Steering Committee. (Revised January 2019)

MEMBERSHIP CLARIFICATION

MNA Bylaws state that MNA membership is open to all Morningside residents and property owners and that those age 18 and over may vote. Following the recommendation of its Membership Subcommittee, the Steering Committee clarifies that all Morningside residents and property owners age 18 and over are considered members of the Association, whether or not their names appear on a membership list.

WHO WE SPEAK FOR (NEW 2013)

The MNA is a non-profit corporation, governed by a Steering Committee elected each year at the Annual Meeting, and organized for the purpose of promoting social welfare in accordance with its bylaws and policies. MNA statements, opinions or actions represent the organization and not necessarily the statements, opinions, or actions of individual members. Although the MNA is a neighborhood-based organization, with membership open to every resident and property owner in the neighborhood, the MNA does not represent that it speaks for the neighborhood or for every individual in the neighborhood. The MNA may present the views of members and others who have participated in MNA meetings, surveys, or otherwise shared their opinions with us.

Any communication of a statement, opinion, or action of the organization will include the following information to the degree practicable:

1. Who developed the statement or opinion; who took the action and what action was taken;
2. The process by which the statement or opinion was developed;
3. Who, in general or specific terms, participated;
4. Whether the statement, opinion or action was approved by the membership and/or Steering Committee; if approved by the membership, the process by which it was approved;
5. How and to whom the statement or opinion will be communicated;
6. Contact information for the organization; and
7. When regarding a governmental matter, contact information for public officials and the time, date, and location of public meetings, as applicable.

USE OF THE MNA NAME

The MNA name may not be used in connection with a solicitation for a donation—whether financial or in-kind—or be used in connection with another group/organization/event without prior approval of the MNA Steering Committee.

MNA STEERING COMMITTEE MEETING MINUTES

Steering Committee meeting minutes will be made available to MNA members upon request.

MNA FLYER DELIVERY

1. MNA flyers may be distributed with the approval of the Steering Committee to publicize MNA meetings, events, or other activities supported by the MNA.
2. Flyers will be hand-delivered by MNA volunteers to every household and business in the Morningside neighborhood.
3. Flyers are not intended to be mailed. Flyers will not be addressed to recipients or otherwise be in mailable condition.
4. Volunteers may not place flyers in mailboxes.
5. If a volunteer determines there is no place to leave a flyer at a household that household may be skipped.

MNA BROADCAST EMAILS (UPDATED 2010)

1. A broadcast email may be sent by the MNA email administrator to the MNA email distribution list if the email is regarding:
 - a. An event sponsored or cosponsored by the MNA;
 - b. An event held in Morningside, sponsored by a nonprofit organization, and open to all neighborhood residents;
 - c. Notice of an event, action or information regarding an issue related to the interests of the neighborhood and civic in nature;
 - d. Public safety information sent to the MNA by the City of Edina or Edina Public Schools;
 - e. News or information related to Steering Committee/subcommittee activities, including invitations to participate in surveys and survey reports.
2. General guidelines applying to broadcast emails:
 - a. Content should be timely; time-sensitive content should be emailed well enough in advance of the event/meeting to give recipients reasonable notice;
 - b. Content should not state an opinion or imply an endorsement that has not been expressly agreed to by the Steering Committee;

- c. Sending multiple emails over a short time span will be avoided; as much as possible content for emails will be collected and sent in a single email;
 - d. Broadcast emails will be sent BCC to protect recipient privacy.
3. Obligations of email administrator:
 - a. Check MNA email account at least once per week;
 - b. Respond to email inquiries and/or forward to appropriate person for response;
 - c. Maintain email lists (master list in Excel and Gmail list);
 - d. Write, compile or otherwise prepare content for broadcast emails;
 - e. Distribute broadcast emails in accordance with all relevant MNA policies/guidelines;
 - f. Seek Steering Committee approval for any email content about which the email administrator is uncertain;
 - g. Record and honor requests to opt out of receiving broadcast emails.
 4. General guidelines applying to email system and administration:
 - a. The email address is edina.morningside@gmail.com.
 - b. A change of email address or email system requires Steering Committee approval;
 - c. The email administrator and at least one designated member of the Steering Committee shall have a current copy of the master email list;
 - d. The email administrator and at least one designated member of the Steering Committee shall have the password to the email system;
 - e. The email list will be not be published, shared, or distributed, except in accordance with this policy.

PRIVACY, EMAIL MESSAGES

1. General mailings to the MNA membership or the neighborhood will be sent by blind copy so that individual email addresses are not shared.
2. Mailings to Steering Committee and subcommittee members will include the email addresses of all Committee and subcommittee members to facilitate communication.
3. Requests to opt out of broadcast email messages will be recorded and honored.

MNA EMAIL DISTRIBUTION LIST

1. Only MNA members as defined in the MNA Bylaws and these Policies may be added to the email distribution list.
2. People requesting to be on the email distribution list must provide their name(s) and address(es) to verify they live in and/or own property in Morningside.

PRIVACY, MEMBERSHIP LIST/DIRECTORY

1. The MNA will maintain a list of members who have opted in to the email distribution list and/or membership list.
2. The membership list may be published in printed form with the consent of those listed, for distribution to MNA members.
3. The membership list will be not distributed in electronic form.
4. The MNA will not give, trade, or sell its membership list to any other organization.
5. If distributed in printed form, the membership list will include a privacy policy limiting its distribution to MNA members and prohibiting its use for commercial or non-MNA political purposes.

MNA WEBSITE CALENDAR

The following classes or events are eligible for inclusion on the MNA website calendar:

1. Events sponsored or cosponsored by the MNA.
2. Events held in Morningside and open to the community, even if not sponsored by the MNA.
3. Events related to the interests of the neighborhood (as defined in the Bylaws), such as government or other public meetings.

PRIVACY, PHOTOGRAPHS ON MNA WEBSITE

1. Photographs of adults will not identify the subjects by name.
2. Photographs of children will not be posted unless the subjects cannot be identified (e.g., too distant or backs to camera) or signed releases of the MNA are obtained from the subject's parents or guardians. Captions will not identify subjects by name.
3. The privacy policy will be posted.

STEERING COMMITTEE FIDUCIARY DUTIES AND CONFLICT OF INTEREST (NEW 2010)

Members of the MNA Steering Committee should be personally committed to the mission of the organization, willing to volunteer sufficient time and resources to help achieve the organization's mission and to fulfill their fiduciary responsibilities.

The **Fiduciary Responsibilities** of Steering Committee members are generally as follows:

Duty of Care

Steering Committee members will discharge their duties in good faith, in a manner one would reasonably believe to be in the best interests of the organization, and with the care an ordinary prudent person in a like position would exercise under similar circumstances. Steering

Committee members must devote the time, attention and resources necessary to understand and prudently oversee the affairs of the MNA.

Duty of Loyalty

Steering Committee members, when making a decision or acting on behalf of the MNA, must set aside personal or conflicting interests and act solely in the best interest of the MNA. Steering Committee members will abide by the Conflict of Interest policy below.

Duty of Obedience

Steering Committee members shall abide by the MNA Bylaws and obey all laws pertaining to Minnesota nonprofit corporations and the organization's 501(c)(4) status.

(The above was adapted from the Minnesota Council on Foundations website.)

CONFLICT OF INTEREST POLICY

SECTION 1. GENERAL STATEMENT OF RESPONSIBILITIES:

Steering Committee members are responsible for administering the affairs of the Morningside Neighborhood Association (MNA) prudently and honestly and for exercising their best care, skill, and judgment for the sole benefit of the MNA. Steering Committee members shall not use their positions with the MNA for personal benefit. The interests of the organization must be the first priority in all decisions and actions.

SECTION 2. PERSONS CONCERNED:

This policy applies to Steering Committee members, officers of the MNA, and members of MNA subcommittees.

SECTION 3. AREAS IN WHICH CONFLICT MAY ARISE:

Conflicts of interest may arise in the relations of Steering Committee members with any of the following parties:

- Persons and firms supplying goods and services to the MNA;
- Persons and firms with whom MNA is dealing or planning to deal in connection with the gift, purchase or sale of property;
- Competing or affinity organizations;
- Donors and others supporting the MNA;
- Agencies, organizations, and associations which affect the operations of MNA;
- Family members, friends and other employees.

SECTION 4. NATURE OF CONFLICTING INTEREST:

A conflicting interest may be defined as an interest, direct or indirect, with any persons or firms mentioned in Section 3. Such an interest might arise through:

Owning stock or holding debt or other proprietary interests in any third party dealing with the MNA;

Holding office, serving on the board, participating in management, or being otherwise employed (or formerly employed) with any third party dealing with MNA;

Receiving remuneration for services with respect to individual transactions involving the MNA;

Using the MNA's time, personnel, equipment, supplies, or good will for other than MNA-approved activities, programs, and purposes;

Receiving personal gifts or loans from third parties dealing or competing with the MNA.

Receipt of any gift is disapproved except gifts of a value less than \$50 that could not be refused without discourtesy. No personal gifts of money should ever be accepted.

SECTION 5. INTERPRETATION OF THIS STATEMENT OF POLICY:

The areas of conflicting interest listed in Section 3 and the relations in those areas which may give rise to conflict as listed in Section 4 are not exhaustive. Conflicts might arise in other areas or through other relations. It is assumed that persons covered by this policy will recognize such areas and relations by analogy.

The fact that one of the interests described in Section 4 exists does not necessarily mean that a conflict exists, or that the conflict, if it exists, is material enough to be of practical importance, or if material, that upon full disclosure of all relevant facts and circumstances it is necessarily adverse to the interests of the MNA.

It shall be the continuing responsibility of persons covered by this policy to scrutinize their transactions and outside interests and relationships for potential conflicts and to immediately make appropriate disclosures.

SECTION 6. DISCLOSURE POLICY AND PROCEDURE:

Transactions with parties with whom a conflicting interest exists may be undertaken only if all of the following are observed:

The conflicting interest is fully disclosed;

The person with the conflicting interest is excluded from the discussion and approval of such transaction; and

The Steering Committee has determined that the transaction is in the best interest of the organization.

Disclosure in the organization should be made to the Steering Committee via email to all members or at a Steering Committee meeting at which a quorum of members is present.

Any Steering Committee member believing another member may have reason to disclose a conflict of interest may bring this concern to the Steering Committee in the same way.

The Steering Committee shall determine whether a conflict exists and, in the case that a conflict does exist, whether the contemplated transaction may be authorized as just, fair, and reasonable to the MNA. The decision of the Steering Committee on these matters will rest in their sole discretion, and their concern must be the welfare of the MNA and the advancement of its purpose.

(Adapted with minor revisions from the conflict of interest policy provided by the Attorney General of the State of Minnesota.)

For information on Steering Committee practices not addressed in Bylaws or Policies, please see the Volunteer Guide.