



# Common Wealth Development



## COMMON GROUND

Common Wealth Development's quarterly newsletter  
for residents, commercial tenants, workforce participants,  
and supporters **LIKE YOU.**

### Letter from the Executive Director



Everything Common Wealth Development works to build in our community is affected by the continued perpetuation of violent systems of oppression. The truth is that all of the work we do, from advocating for healthy housing, to fighting for equitable economic development, to working towards sustainable land use, is necessary because we live in an unjust and racist society. That is a daily reality for those of us who do this work, and while we are committed to the fight, we know the challenges will keep coming. The

status quo guarantees that poor people will remain poor, white people (mostly men) will continue to hold power, and black people will continue to be persecuted, jailed, and murdered by the state.

We join the thousands of protestors in the streets saying the name of George Floyd, who was murdered by police in Minneapolis. The collective pain for his family is

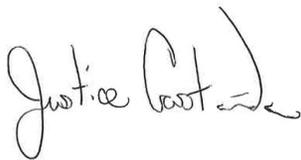
matched only by the weight of knowing that this will happen again. We grieve not just for George Floyd, Breonna Taylor, Ahmaud Arbery, Tony McDade, Nina Pop, and David McAtee, who was killed by Louisville Police *while protesting the death of George Floyd*, but for the thousands of times it has happened before. Right now, we are talking about state-sanctioned murder. But is that really where we've chosen to draw the line of outrage? If a black person is abused and persecuted but somehow manages to survive, are we okay with that? If a black person is denied education, or a job, or housing, are we okay with that? If a black person cannot feel free to walk around their neighborhood without having a white woman call 911, are we okay with that?

Before any of us had even heard of COVID-19, we were in the midst of a 400 year-long public health crisis in the form of white supremacy. To anyone paying attention, it is not surprising that the impacts of COVID-19 are felt more severely by black and brown communities. When you cannot even take for granted your own safety when you are in your own home, how do you ever rest? The body holds trauma, and there is no way it can withstand the daily assault that comes with being black in America without starting to break down. Every associated health condition that puts people at greater risk for COVID-19 is correlated with stress.

If people can't live their lives without the fear of persecution and death, if they can't walk the streets without feeling like they are targeted as an enemy of the state just for being alive, then we have lost our way.

Today we stand in solidarity with the organizations organizing for structural change and for justice. Please consider supporting Freedom, Inc, and Urban Triage in support of a new path forward.

Respectfully Submitted,  
Common Wealth Development, Inc.



Justice Castañeda  
Executive Director  
Common Wealth Development, Inc.

## Healthy Housing

### Common Wealth Emergency Program Fund

Dear Common Wealth Family,

At the outset of the COVID-19 pandemic and in the early stages of Gov. Evers' Safer-at-Home order, Common Wealth reached out to our community to assist us in the creation of an Emergency Program Fund that would be used entirely to offset rents for our residents. This was prior to us knowing anything about the federal stimulus, CARES acts, or any other local eviction prevention and/or rental assistance programs. With the help of our community, we were able to raise over

\$15,000, and were able to get a grant from Elevate Energy (to cover 1 month's rent for all of our residents in the Meadowood Park subdivision).

Now that there are many programs and opportunities for residents to receive rental assistance we are going to end the Emergency Program Fund, effective 7.31.2020.

On behalf of Common Wealth Development, I want to thank all of our supporters for their very generous donations throughout the campaign. We recognized that it was a very uncertain time and are extremely humbled by everyone's generosity. Thank you!

Respectfully Submitted,

Justice Castañeda

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## Seasons of Change

Dear CWD Residents/Family,

The summer is upon us and with the transition of seasons comes a few changes to the Common Wealth Housing Team. Our Southwest Housing Specialist, Della Hooks will be following her passion for Social Work and relocating out of state this month. We wish Della the best in her future endeavors and thank her for her time and commitment to the Common Wealth community.

In her absence, Conner Wild our East Housing Specialist, will be the primary housing relations contact person. Conner has been with us since January and has been doing a phenomenal job getting to know and support our residents on the east side and is very eager to get to know all of our Southwest community.

### Conner's Contact Information

O: 608-256-3527 X24

C: 608.516.4055

E: [conner@cwd.org](mailto:conner@cwd.org)

We will be bringing on a few interns this summer, to assist Conner and the Housing Team.

Susan Gaeddert and Maria Davila will be joining us to assist with the day-to-day needs of our current and future residents, so their names will come up from time to time. We are very excited to have them on board this summer! Welcome Susan and Maria.

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## Housing & Maintenance after the Safer at Home" Order

Although the "Safer at Home" order has been lifted, the Common Wealth Development offices will remain closed for walk-ins. However, we are able to accommodate same-day meetings, by appointment only. Face masks and social distancing (6 feet separation) are requirements when conducting business in any Common Wealth office space, until further notice.

Though maintenance is now accepting and working to complete “regular maintenance” work orders, the following will also remain in our practice while conducting maintenance requests\* until further notice:

1. Please vacate the unit or self-isolate in a room other than where the maintenance work is occurring
2. Please notify the MC if anyone in household has presented with COVID-like symptoms in the past 14-days
3. Maintenance Coordinator (MC) will enter/exit unit without resident assistance, but will knock and announce themselves before entering
4. MCs will use disinfectants as needed to ensure personal health and will leave tag with summary of work and if they will be returning or not.

\*If resident does not abide, MC may leave but must notify DD and HS



## Equitable Economic Development

### Youth Workforce Development

#### Youth-Business Mentoring Program

On March 29<sup>th</sup>, students in our virtual-Youth-Business Mentoring Program (YBMP) graduated from their training. They had just completed a two-week training through which they learned:

- How to find and apply for a job
- Customer Service
- Financial literacy (including topics such as budgeting and credit)
- Wellness in the workplace and personal branding

In the next few months, these students will be working with their mentor to find employment opportunities.

Due to COVID-19, all of our trainings for the rest of the semester to a virtual learning model and can be made available to any student, ages 14 – 17 in the Madison/Dane County area, but the student must be able to access a computer with a webcam. If you know of a student who would be interested in our training, please reach out to Annie Johnston at [annie@cwd.org](mailto:annie@cwd.org) and we can provide detailed information about how to apply.

#### Financial Literacy Workshops

In other news, we wrapped up a Financial Literacy Workshop at Toki Middle School. Our specialists worked with all the 8<sup>th</sup> graders at the school to provide them with a foundational understanding of financial literacy and pre-employment skills.

We offer these free workshops to groups around Madison and Dane County. If there is any interest in having Common Wealth staff provide a training session to your student group(s), please reach out to Annie Johnston at [annie@cwd.org](mailto:annie@cwd.org). Please note that we will be following Public Health guidelines for programming and may not start scheduling any in-person workshops until at least the start of the 2020/20201 school year. If there is interest in having a virtual workshop this summer, please reach out and we can discuss options.

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## Adult Workforce Development

**Did you lose your job because of COVID-19 and struggling to find employment?  
Maybe, CWD's STEP program can help!**

**Southwest Transitional Employment Program (STEP)** is a comprehensive relationship-based employment initiative. We connect motivated neighborhood residents to short-term paid employment experiences. Simultaneously, we provide the underlying case management and creative supports necessary to actualize the employment goals of participants.

The Adult Workforce Development team provides case management to each STEP participant based on his or her own goals, experiences and skills. Part of this casework includes resume development, weekly tailored job leads, resource referrals and connection to area employers that have partnered with us.

STEP participants are hired by Common Wealth Development as LTE employees and are paid a living wage while working temporary STEP positions designed specifically with individual participant's goals in mind. Participants are paid for up to 10 hours a week (\$13.62 per hour) to work at a community placement while simultaneously working on finding employment.

We now have limited in-person meetings at this time on Mondays and Wednesdays to help with your employment goals. The paid portion of STEP is being reopened and enrollments are now being scheduled. If you would like more information on STEP, please give us a call or send an email to set up an appointment. Appointments for STEP enrollment and no contact, face to face meetings with Adult Workforce Development staff, will be available beginning June 8<sup>th</sup>, 2020.

If you need help, finding job leads, doing a resume, enrolling in FOODSHARE, or would like to explore what resources may be available to you and your family during these difficult times, just call or email us to set up a time to speak with us about your situation.

**Are you behind in your rent and struggling to pay your bills during these difficult times, there could be help available?**

We are liaisons for the Tenant Resource Center (TRC) and available to help residents fill out the online forms to access the Cares Act funding being distributed by TRC. If you qualify you could potentially get 4 months of rent support. If you are interested in seeing if you qualify call or email us to set up a time to fill out the application.

Please contact us with any questions about our available services or to set up an appointment at the numbers listed below.

John Wroten, Adult Workforce Development Manager, 608-516-5332 or [john@cwd.org](mailto:john@cwd.org)

Or

Marquis Sanders, Coordination of Care Specialist, 608-516-1582 or [marquis@cwd.org](mailto:marquis@cwd.org)

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## BUSINESS INCUBATORS

### Full Steam Ahead

By Rebekah Stephens

Steam Instruments is the newest tenant in Main Street Industries. The slogan on their website reads, "Mapping the molecular architecture of life".

What exactly do they do? If you are guessing something science-related, you would be correct. Steam Instruments is developing a new mass spectrometry system.

While I would love to give more information, the truth is, it blows my mind and my attempt at explaining would do the work that Dr. Thomas Kelly and his team are doing no justice. Plus, Dr. Kelly explains it so much better.

We are excited to have Steam Instruments in Main Street Industries and look forward to seeing their growth.

For more information on Steam Instruments, please visit:

<https://steaminstruments.com/>

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### Cornering the COVID-19 Market

By Rebekah Stephens

This time in the world is different, to say the least. We have all been struggling to make sense of it all. The COVID-19 pandemic has impacted many small businesses in different ways. While some of the effects were devastating and caused businesses to close their doors, others found themselves on new avenues to success.

Clare from The Quince & Apple Company, states that "at first they didn't know how to react and think. Things were confusing." She later went on to explain that even though their restaurant sales completely stopped, their grocery store sales were stable.

They worked with several local artisans to create the Forward Provisions Box. This helped all the businesses involved. In May and April, they saw a huge web purchasing surge.

The Quince & Apple Company was very fortunate to receive a grant from Dane Buy Local and the PPP loan which enabled them to keep their staff working. David from Potter's Crackers tells a similar tale of survival. He felt a sense of uncertainty at the beginning that led to early layoffs due to canceled production. Potters also saw the stop in restaurant orders, but there was a 25% increase in grocery store sales; online sales also increased.

They also received a PPP loan and was able to bring all their employees back... just in time to see 1000-2000% growth from stores in Texas. They also landed several sales from high-end stores on the west coast as well as a very large private label order. Potter's was also able to run a few promotions which helped propel this

growth.

While the beginning of the pandemic was very uncertain and negative Potter's May revealed that they were 25% higher than last May; they were only counting on 3% growth.

These two companies are just two examples of the incredible resilience exhibited by all our business tenants at Main Street Industries and Madison Enterprise Center. Every one of our businesses exhibited the ingenuity and strength it takes to be an entrepreneur in this every changing world.

For more information please visit:

<https://www.quinceandapple.com/>

<https://www.potterscrackers.com/>

## Health Equity and Well Being

### Community Based Crime Reduction News

The *Community Based Crime Reduction* (CBCR) program received a no-cost extension from the US Department of Justice to continue program activities until December 31, 2020. The extension allows organizations to complete work until their funding ends through the fall. Opportunities to connect youth with mentors; for individuals 18-24 to obtain a WI driver's license and provide support to fathers will continue. For more information on these opportunities, contact the listed program coordinator or email Stephanie Bradley Wilson at [stephanie@cwd.org](mailto:stephanie@cwd.org).

#### **Operation Fresh Start (OFS) Drive 1:**

Drive 1 helps 18-24-year-old young adults secure their WI DL. A multi-week mentoring program, Drive 1, will wrap driver education into a broader program that assists participants in overcoming barriers, to attain a WI driver license and foster a path to employment. Sessions may be offered online to follow social distancing guidelines.

Contact: *Jasmine Banks*, Project Manager, [jbanks@operationfresh-start.org](mailto:jbanks@operationfresh-start.org), 608-244-4721.

#### **Meadowood Neighborhood Center: Family Fun Nights:**

The Center will offer early evening activities with different themes for family fun from 4:30 pm to 7:30 pm. Although the Center is currently closed, family fun night dates will be announced by August 2020.

Contact: *Tauri Robinson*, Center Director, [trobenson@madison.k12.wi.us](mailto:trobenson@madison.k12.wi.us), 608-467-8360.

#### **Toki Middle School Family and Community Engagement Program (FACE):**

Toki staff will support vulnerable, at-risk African American students and their families to improve communications, connections, and school achievement during the fall semester. Be on the lookout for the opportunity to participate with other concerned parents.

Contact: *Cory Foster*, Program Manager, [ctfoster@madison.k12.wi.us](mailto:ctfoster@madison.k12.wi.us), 608-204-4740.

### **Madison Urban League-Southwest Fatherhood Program**

The Fatherhood program will serve non-custodial Black fathers who desire to have a better relationship with their children, who are under court-order for child support payments or arrearage, in order to help strengthen family bonds. The multi-week program will cover many aspects of parenting to enhance the father and child relationship. These sessions may be offered on-line.

Contact: *Leatha Stanley*, Project Manager, [lstanley@ulgm.org](mailto:lstanley@ulgm.org), 608-729-1233.

### **Charles Hamilton Houston's Dear Diary 8<sup>th</sup>-grade summer transition program**

During the 3-week summer school sessions, Dear Diary will focus on six target areas with 8<sup>th</sup>-grade girls transitioning to high school: self-esteem, academic achievement, personal development, professional excellence, family engagement, and service through intensive, strategic mentoring.

Contact: *Yanna Williams*, Project Manager, [Deardiaryofmadison@gmail.com](mailto:Deardiaryofmadison@gmail.com), no phone.

Other programs with continued funding under CBCR are:

- Mellowhood Foundation's Safe Passage-People on Premises, P.O.P. (Tutankhamun Assad, [coachassa.ta@gmail.com](mailto:coachassa.ta@gmail.com))

- Intentional Mentoring, (Katie Mae Imhoff-Smith, [katiemae@intentionalmentoringmadison.org](mailto:katiemae@intentionalmentoringmadison.org))

- 100 Black Men mentoring program's Project Soar (Dr. Floyd Rose, [wscroze@aol.com](mailto:wscroze@aol.com))

- Charles Hamilton Houston Program Dear Diary (Yanna Williams, [deardiaryofmadison@gmail.com](mailto:deardiaryofmadison@gmail.com))

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## **Marquette Minute**

News from the Marquette Neighborhood Association

### **Scholarship deadline extended**

Due to uncertainties and disruptions associated with Covid-19, MNA has decided to extend the deadline to apply for the MNA neighborhood scholarship, a two-year college scholarship that is available to students who have significant ties to the Marquette neighborhood. The new deadline for applications is July 11, and the application form can be found here: [MNA Scholarship](#).

### **Takin' it to the streets**

The MNA Board voted unanimously to support the temporary relaxation of outdoor seating regulations for Madison businesses (now known as the "Streatery" program). We encourage all of our neighbors to enjoy the new street, sidewalk, and parking lot dining opportunities that are springing up all over town. It's a great way to safely dine out during the public health crisis while supporting the businesses that keep our neighborhoods vital.

### **Sculpture contest!**

In order to add some fun to the summer, while staying safe, MNA is sponsoring a neighborhood-wide outdoor sculpture contest. We encourage all Marquette-area

residents to participate on Saturday, July 11. More details can be found at: <https://marquette-neighborhood.org/>

### **Festival updates**

The 55th Orton Park Festival will be held in some form on the last weekend of August. Please check the MNA website or [facebook.com/OrtonParkFest](https://facebook.com/OrtonParkFest) for updates.

Want to hear even more MNA news? You can receive periodic updates from MNA delivered directly to your email box. Sign up at this link: <https://marquette-neighborhood.org/contact-us/>.

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## **Meadowood Neighborhood Association**

By Terry Evanson, President  
[MNABoard1@gmail.com](mailto:MNABoard1@gmail.com)

To all our neighbors living in Common Wealth properties on the southwest side of town, Meadowood Neighborhood Association (MNA) invites you to join with us in building a strong, unified community. MNA is a volunteer led, 501(c)3 charitable organization. Anyone living in the neighborhood boundaries can join MNA and participate in our sponsored activities. The association celebrates its 62<sup>nd</sup> anniversary this year. The organization has evolved a great deal over those years but the core goals of promoting neighborliness and a unified community have not changed.

MNA provides a voice to our neighborhood and access to our city alderman and county supervisor, both of whom attend our monthly meetings. We work in partnership with city and neighborhood organizations that directly influence the lives of our residents – the branch library, community recreation office, nearby schools, the West District police office, Common Wealth Development, Joining Forces for Families (JFF), the City's Neighborhood Resource Team, Good Shepherd Lutheran Church, and small business owners in the Meadowood Shopping Center. We can relay concerns and make suggestions to these various entities and receive their feedback on ways to help residents. Because of the relationships we have built, we can contact city officials in real time and find resources and help when needs within our neighborhood arise.

A top priority of the MNA board is to encourage more people living in apartments in Meadowood to join our association. Our neighborhood is not fully represented without apartment residents on our board. The apartments along Russett, Raymond, Balsam and Leland roads comprise three of the 15 geographic areas in Meadowood. Currently, Sheray Wallace represents the area along Leland Drive on our board. We invite anyone who lives in Common Wealth or other apartments to join our board and work with us to make our neighborhood a welcoming, enjoyable place to live. Working on the MNA board is an excellent way to build leadership experience. People serving on our board have gone on to serve on the city council and participate on city boards.

In addition to working with neighborhood partners, MNA typically sponsors several activities throughout the year. Because of the pandemic we have had to cancel our usual activities this year. We donated the money budgeted for those activities

to Meadowood Health Partnership to help Sheray Wallace meet the needs of families suffering from the economic impact of COVID-19. Meadowood NA supports and promotes Sheray's untiring efforts to improve the lives of African American, Latinx and low-income residents in Meadowood. In additions, Sheray's Community Suppers (postponed for this year) at Good Shepherd Lutheran Church are a wonderful way to meet neighbors and have been a unifying force in Meadowood.

You can learn more about MNA and join our association at our website: <https://www.meadowoodneighborhood.org/>. You are welcome to email me and let me know your thoughts on strengthening our neighborhood. Please consider participating on our board. I look forward to hearing from you and hope to meet you on my walks around the neighborhood.

health resources + information + advocacy



Sheray  
Wallace

(608) 622-2355

Meadowood  
Health  
Partnership

sheraywallace44@gmail.com



**YO CUENTO. SUAV KUV. I COUNT.**

**CENSUS 2020** CITY OF  
**MADISON**

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