

My name is Anissa Keyes and I am a lifetime member of North Minneapolis. I am committed to the success of my community. I have built my home in North, my children attend school North, I go to church in North and I am a small business owner that has 2 locations in North. I understand personally both the challenges and the benefits of living in North Minneapolis as a woman, a person of color and a business owner. My vision is to support those that are met with challenges in my community first around Mental Health, as a provider and then secondly around safe space, as a Community builder and developer. I started placemaking services, in 2018 with the creation of the Healing Center, a space located in North Minneapolis that provides integrated healing modalities for community members that have experienced a variety of trauma, just recently I again created a space in North called the Northside Epicenter, a black business ecosystem. This was created to provide Black business owners a safe, communal space for them to collaborate, support and uplift one another through their business ownership journey. Additionally, the vision is to bring products and services that are not typically accessible in the community, which inevitably drives our financial resources away from North. This space is not to exclude anyone, but similar to Mercado Central, or the Somali malls, it is a space where Black Business owners and community members were in mind when it was established, and they are regularly being considered through what is offered and shared.

Since the acquisition, I have been met with the many challenges that come with development in North Minneapolis, illegal dumping, homeless people squatting and building fire pits in the ballroom, security issues, shooting, loitering, and even a fatal car crash a few months ago that landed 2 cars into HEAL, our new black female owned Plant based restaurant.

I am committed to my community and these struggles are par for the course. I am still excited to be doing the great work of community building and creating a better quality of life for Northside community and business members.