

**DRAKE NEIGHBORHOOD PLANNING MEETING**  
**NEIGHBORHOOD IDENTITY AND PARTNERSHIP WITH DRAKE SUBCOMMITTEE**  
**Monday, March 30, 2009 at 6:30pm**

**Agenda**

- I. Welcome and Introductions**
  - a) Introduce Members of the Planning Committee
  - b) Does anyone else need to be added to the committee?
- II. Overview of Neighborhood Planning Process**
  - a) How does the planning process work?
  - b) Role of the Drake Neighborhood Association Board
  - c) Role of the Planning Committee
  - d) Role of the Planner
- III. Review and Discuss the Results of the SWOT Analysis**
  - a) Any additional thoughts or ideas?
  - b) Agree upon discussion topics for future agendas
- IV. Set Meeting Date and Time for Future Meetings**

**Notes**

**I. Welcome and Introductions**

After introductions the group discussed if anyone else should be invited to the committee. Several suggestions were made including representatives from several different aspects of Drake University (students, faculty, staff, student groups); churches (First Christian, St. Theresa's), retirement communities (Ramsey Village), schools (Roosevelt, King, Perkins, Edmonds), and realtors. Group members who may know people affiliated with these groups were encouraged to contact them to invite them to future meetings.

**II. Overview of Neighborhood Planning Process**

Sadie Hildebrand, City Planner, discussed the roles of the DNA board, planning committee, and her role as City staff. The DNA board will be the lead entity responsible for plan approval and implementation. The planning committee will discuss the issues and draft goals/objectives on their subject. The planner will lead the meetings, take notes, gather necessary data, draft the plan document, and guide it through the approval process.

**III. Review and Discuss the Results of the SWOT Analysis**

The SWOT analysis and survey results were reviewed and discussed. The group discussed at length that Drake University is a vital part of the neighborhood and the neighborhood's identity cannot be separated from the university. The group discussed possible ways to strengthen the partnership with the university by engaging more people within the university community and by coming up with strategies that would benefit both the neighborhood and the university. The group also discussed other groups that should be engaged such as churches, schools, retirement communities, realtors, the media, etc.

#### **IV. Set Meeting Date and Time for Future Meetings**

The group decided to meet the first Thursday of every month through August. Topics subject to change based on availability of guests. Meetings will be held at Drake University—location to be announced.

**April 27<sup>th</sup>:**

**Neighborhood Branding:** Vision ideas. Who are we as a neighborhood and where do we want to go? How do we want people to perceive our neighborhood?

**May 18<sup>th</sup> :**

**Partnership with Drake:** What does a meaningful partnership mean? What does it look like? How can both the neighborhood and the university benefit from a strong partnership?

**June 29<sup>th</sup> :**

**Other Partnerships:** What other partnerships would make the DNA stronger? What types of things could those partnerships accomplish? Networking meeting. Please invite people and groups who would benefit from a stronger partnership with DNA.

**July 29<sup>th</sup> :**

**DNA Organizational Structure and Capacity Building:** How can the DNA build capacity and organizational structure? What are its organizational strengths and weaknesses?

**August 24<sup>th</sup> :**

**Marketing:** Marketing strategies for the neighborhood. How to use capitalize on strengths and use neighborhood branding in marketing?