

**DRAKE NEIGHBORHOOD PLANNING MEETING**  
**NEIGHBORHOOD IDENTITY AND PARTNERSHIP WITH DRAKE SUBCOMMITTEE**  
**Monday, April 27, 2009 6:30**

**Meeting Notes**

**I. Welcome and Introductions**

- a) Introduce Members of the Planning Committee
- b) Does anyone else need to be added to the committee?  
The group suggested that Larry James and First Christian Church be invited to the subcommittee. They also suggested an article in the newsletter to encourage more residents to become involved.

**II. Subcommittee Roles and Responsibilities Review**

Each subcommittee is responsible for researching the underlying needs of its subject area and determining strategies that address those specific needs. Subcommittees will ultimately be responsible for drafting the outcomes/goals, objectives/strategies and action steps that pertain to its specific priority area. This includes weighing options and determining the feasibility of each proposed course of action. Many needs that should be addressed may be found within each priority area. The subcommittee will be responsible for assessing the needs, prioritizing them and developing goals and strategies that address those needs.

**III. Goals/Outcomes, Strategies, Objectives and Action Steps**

The subcommittee reviewed the expectations of what goals/outcomes, strategies, objectives and action steps are. They talked about goals/outcomes being the overall picture of what it looks like and the strategies, objectives and actions steps being the specifics of how you reach those goals/outcomes. They also reviewed examples from the King Irving and Mondamin Presidential Thrivent Builds Neighborhoods Plan.

**IV. Who are We and Who do We want to be as a Neighborhood?**

- a) What impression do we want people to get when they think of Drake neighborhood?  
Unique, Diversity (businesses, cultures, housing, income, etc), variety, rich history, culture, walkable, students do express desire to stay, architecturally beautiful homes.

Overall, the subcommittee discussed the importance of the diversity of the neighborhood and the need to work within the neighborhood to find common ground and common goals. The subcommittee feels it is important to recognize the strong history of the neighborhood and capitalize on this and the other strengths of the neighborhood. The subcommittee also talked about the importance of embracing and celebrating difference.

**V. Goals and Strategies for Branding of the Drake Neighborhood**

- a) What are some methods to enhance the image of the neighborhood?
  - Being designated as a cultural district

- Capitalize on the events at Drake University—speaker, music, etc
- Pull people together to know what is going on in the neighborhood—what vehicle should be used?
- Getting younger people involved
- Entrance signs
- Public Art—Partner with Drake?
- Historic Boards (place makers)—Partner with Drake?
- Make information more accessible—COMMUNICATION
  - Facebook
  - My Space
  - Block Captain System
- Beautification Projects
  - Volunteer Program with Drake
  - Rebuilding Together
  - Intern

b) What is success? What does it look like?

The subcommittee talked about success would mean that neighborhood residents and stakeholders know what is going on in the neighborhood and are engaged in the different projects.

## VI. Conclusion

### FUTURE MEETINGS:

**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 27<sup>th</sup> :** 6:30-8:30 Drake Room

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

**August 31<sup>st</sup> :** 6:30-8:30 Drake Room

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

**September 28<sup>th</sup> :** TBA

**Final Wrap-Up Meeting:** Make formal recommendation on Goals, Strategies, Outcomes, Action Steps to DNA Board.