

DRAKE NEIGHBORHOOD PLANNING MEETING
NEIGHBORHOOD IDENTITY AND PARTNERSHIP WITH DRAKE SUBCOMMITTEE
Monday, June 1, 2009 6:30

I. Welcome and Introductions

a) Introduce Amber Kobler

Amber is an intern with the City of Des Moines, Community Development Department, for the summer. She will be assisting Sadie and Kyle with the preparation of the Drake Neighborhood Plan.

b) Introduce Members of the Planning Committee

a. Name & Affiliation

b. What does a meaningful partnership mean to you?

Each person was asked to answer this question as they introduced themselves. Responses are summarized below, under IV. a.

c) Does anyone else need to be added to the committee?

II. Review Subcommittee Progress to Date

This is the third meeting of this subcommittee. At the first meeting, the group got to know each other, identified stakeholders to invite to future meetings, went over the planning process, and reviewed the results of the online survey. At the second meeting, the group discussed how they would like the neighborhood to be perceived, highlighting the importance of embracing diversity as well as the history of the neighborhood. In addition, the group identified strategies for enhancing the neighborhood image. Success was defined as having residents and stakeholders in the neighborhood well informed and engaged in the community.

III. Review SWOT Analysis of Survey Results: Relationship with Drake

Sadie Hildebrand, City Planner, reviewed the responses to the online survey as related to the relationship with Drake University. In general, survey respondents had positive comments about Drake with regards to the events, college-town atmosphere, students and faculty as part of the community, and potential for many partnerships on various projects to integrate the neighborhood and University. Negative comments generally focused on the physical separation of campus from the neighborhood, parking issues, and the perception that Drake lacks interest in partnering/participating with the neighborhood.

IV. Partnership with Drake University

a) What does a meaningful partnership mean? What does it look like?

- *Continued dialogue; joint projects; collaboration; open communication*
- *Give and take; working through issues; broader perspective*
- *Recognizing shared community; thinking about the broader impacts of decisions*
- *Open communication, approachability*
- *Identify common goals and desired outcomes, be flexible in how to get there; inclusive*
- *Opportunities for students in the community (as volunteers)*
- *Recognizing diversity as a benefit*
- *Coordination / communication about events*
- *Finding mutual interests; supporting each other as neighbors even in areas of disagreement*
- *Campus/college-town "vibe"; bond between neighborhood and university*
- *Exchange ideas and resources; create ongoing relationships*
- *Open, honest dialogue; shared efforts; celebrate successes together*
- *Neighboring for the benefit of all*
- *Integrated*
- *Neighborhood as the front and back door of the University; University as physical center of neighborhood*

- b) How can both the neighborhood and the university benefit from a strong partnership?

V. Goals and Strategies for Partnership with Drake University

- a) What is the best vehicle for moving a partnership forward? Role for Drake Improvement Task Force?

The subcommittee discussed the option of retooling the purpose of the Drake Improvement Task Force (DITF) to be the vehicle for future partnership between the University and the neighborhood. Several people were unaware of the task force or its' current purpose. The DITF was created over 20 years ago in response to criminal activity in the area. The group meets quarterly and includes representatives from Drake, City officials, and presidents of the various associations in the area. These key leaders are then responsible for taking information back to their organizations. Although the task force currently has fewer crime-related issues to deal with, it was decided that the formal business format of their meetings is not the right way to move this new partnership effort forward.

The group discussed the importance of this partnership going further than the subcommittee for the planning process, to begin regular working sessions. However, this group of people will work to move the effort forward, perhaps as a subcommittee of the Drake Neighborhood Association.

- b) What is success? What does it look like? Brainstorm ideas for “quick win” projects to help build the partnership.

Ideas included:

- *Heighten visibility of the partnership; make sure the relationship goes both ways, providing benefits to both organizations*
- *Find a central location where both the University and neighborhood can post information, perhaps a regular publication, web posting, or posting board in the area*
- *Create service projects in the neighborhood for new students (incoming students have service day in August every year)*
- *Work with the volunteer coordinator in the Student Life Office (there are many students who sign up to volunteer and often a waiting list for projects)*
- *Identify someone on the DNA board to coordinate with Drake; Identify a liaison/point of contact on both sides to increase awareness of each others' activities*
- *Neighborhood residents could send requests for volunteers to someone at DNA who could then coordinate with Drake*
- *Press releases for large projects*
- *Walking school bus program*
- *Have the DNA come up with regular projects for “Feel Good Friday”. Drake students have the opportunity to volunteer each week for an event on Friday, but the groups are often small and there is a need for more opportunities*
- *Create a work-study position for a student intern with the Drake Neighborhood Association to help with coordination/partnership, extra staff capacity*

VI. Preparation for Next Meeting

- a) Networking meeting: who to invite, who is going to take responsibility for invites, etc.

The subcommittee discussed who to invite to the next meeting; the topic is other partnerships among entities in the neighborhood. The group decided to invite representatives from the area churches, schools that border the neighborhood, the Boys & Girls Club, CCI, the senior center, Ramsey House, Drake student organizations, and Larry James to represent the business community.

VII. Conclusion

FUTURE MEETINGS:

June 29th : TBA

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 27th : 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 31st : 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 28th: 6:30-8:30 TBA

Final Wrap-up Mtg: Make formal recommendation on Goals, Strategies, Outcomes, Action Steps.