

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

I. Welcome and Introductions

II. Committee's Capacity for Ongoing Efforts

- a) In what capacity should this committee continue?
- b) What should the structure of the committee be?
- c) What should the relationship between the DNA board and this committee be like?
- d) What are the strengths and weaknesses of how the DNA is currently structured?
- e) What additional capacity is needed to implement the neighborhood plan?

The subcommittee reviewed the list of current DNA committees. There was some discussion about combining several of the current committees into one "special events" committee, to work on coordinating events throughout the year such as the Drake relays, marathon water stations, parades, national night out, etc. It was noted that currently committees seem to be formed on a rather ad hoc basis, and are often small or consist of only board members due to their last minute nature. It was suggested that an effort be made to create larger, standing committees to plan for events in advance and to put out calls for volunteers. The group was in agreement that there is a need to do more consistent outreach and to have more than just board members working on tasks, especially to implement the plan goals. One of the issues the DNA will need to work to avoid is member burnout.

III. Student Work-Study / Intern Position

- a) Overview of options.
- b) Is this a realistic possibility? Who is responsible for taking the next steps?

The idea of hiring a Drake student as an intern came up at a previous meeting. Amber Kobler, Planning Intern, presented information she had gathered from Drake on the options for pursuing this possibility. A student or students could be hired either as an intern or through the federal work study program. If the DNA structured the position as an internship, they could potentially have it be an unpaid position. The DNA will need to make decisions regarding what the student's responsibilities would be, how many hours a week they would work, and pay. The federal work study program requires a contract between the University and the DNA, but would also allow the DNA to share costs with the University. It also requires that the DNA be a certified non-profit organization. The DNA is currently a 501(c)6 organization. Members of the committee will bring the idea to the board for discussion at that level.

IV. Goals/Outcomes, Strategies and Action Steps

- a) Review definitions.
- b) Comments, questions, and revisions of current draft.

It was decided that this will be discussed at the next meeting.

V. Future Meeting Topics

- a) Are there any additional topics that need to be covered (or discussed more in-depth) at future meetings?

There was some discussion about how to communicate / track events and news from the many organizations in the neighborhood. One idea was to continue to solicit emails and create a frequent email news update. Another suggestion was to ask area businesses or organizations to share their email lists with the neighborhood association. The end goal is to reach out to more people across the neighborhood and promote awareness of what is happening in the area.

This sparked discussion about how the DNA defines membership and what that means. There is some division about providing information like the newsletter to non-members. However, this subcommittee feels that there needs to be a greater attempt to communicate with all residents of the neighborhood, regardless of membership in the DNA, in order to recruit new members, find volunteers, and solicit support for neighborhood goals. It was decided that there needs to be further conversation with the board about what the incentives are to be a member of the DNA, what the "reward" is for paying dues, as well as how to communicate with and reach out to all neighbors.

VI. Conclusion

FUTURE MEETINGS:

August 31st: 6:30-8:30 Drake Room

Marketing: Marketing strategies for the neighborhood. How to 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.