

**DRAKE NEIGHBORHOOD PLANNING MEETING NOTES**  
**NEIGHBORHOOD IDENTITY AND PARTNERSHIP WITH DRAKE SUBCOMMITTEE**  
**Monday, August 24, 2009 6:30 pm**

**I. Welcome and Introductions**

During the welcome and introductions, concern was raised that the neighborhood may not be ready for a full marketing effort. It was suggested that the neighborhood association needs to make sure that it has the organization structure and capacity as an organization before it markets itself— especially in the area of encouraging neighbors to be involved in the activities of the neighborhood association. The committee discussed that it is important to have DNA to a place structurally that when people do want to get involved, that there are meaningful opportunities for them to be involved. The Committee talked about raising this concern to the DNA Board.

**II. Marketing and Communication with Online Social Networking Tools**

*Guest Speaker: Ryan Lynch*

- a) How to use Facebook and Twitter effectively and efficiently
- b) Website content and design
- c) Questions?

Ryan discussed how Facebook and Twitter can be used to help recruit new interest in the neighborhood as well as communicate upcoming events. DNA already uses both but Ryan made several suggestions on how to improve the effectiveness of the use of these tools.

**III. Brainstorming Exercise**

- a) What is our purpose for marketing?
  - a. What do you want there to be more of when the campaign succeeds?
  - b. What are the benefits we want to promote?
- b) With whom are we trying to communicate? To convey what information?
  - a. Demographic, geographic, psychographic, referral target markets
  - b. What media are they most likely to see?

Due to the conversation at the beginning of the meeting, this exercise was not completed in its entirety. The Committee did begin talking about some marketing strategies but did not develop any particular goals around what the purposes of marketing the neighborhood is. The Committee seemed to think that more work needs to be done on the DNA structure and organizational capacity before real marketing efforts should begin. Some of the strategies discussed included the following:

1. Highlighting Neighborhood Improvements and Assets such as lower crime rates, accessibility, location, walkability, bus line, bikeable, good schools, improved housing condition, commercial centers, diversity of residents, etc.

Some goals of marketing that the group did discuss included increasing homeownership and downsizing conversions.