

**DRAKE NEIGHBORHOOD PLANNING MEETING**  
**NEIGHBORHOOD IDENTITY AND PARTNERSHIP WITH DRAKE SUBCOMMITTEE**  
**Monday, September 28, 2009 6:30 pm**

**I. Welcome and Introductions**

**II. Review Subcommittee Role**

**III. Discuss and Determine Goals**

- a) Three topic areas
  - a. Build partnerships...
    - 1. ...with strategic organizations in the neighborhood
    - 2. ...strengthen with Drake University
  - b. Enhance the neighborhood's image
  - c. Promote resident engagement
  - d. Others?
- b) List recommendations to the DNA Board (i.e. review organizational structure, etc.)

**IV. Strategies**

- a) Small group brainstorming exercise
  - Break into 3-4 small groups and come up with strategies for each topic area, based on our discussions over the past six months. Don't forget to include current DNA activities that should be continued.
  - Previous Meeting Topics:
    - Vision for the neighborhood
    - Enhancing the neighborhood image and branding the DNA
    - Partnership with Drake University
    - Relationships with other organizations in and around the neighborhood
    - Organizational capacity
    - Marketing and communication strategies
- b) Large group review

**V. Conclusion**

**FUTURE MEETINGS:**

**October 26<sup>th</sup>:** 6:30-8:30 pm, Holiday Inn Express

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

**Meeting Notes:**

Amber Kobler, Planning Intern, reviewed the role of the committee in the planning process. This group has wrapped up all of the discussion topics and is moving on to finalizing their recommended goals and strategies for the neighborhood plan. It is the committee's task to draft the goals/strategies/action steps and then the DNA board will ultimately be responsible for plan approval and implementation. The committee should come up with short, medium and long term strategies.

The committee reviewed and approved the three goal areas that have come out of past meeting discussions: building partnerships, enhancing the neighborhood's image, and promoting resident engagement. In addition, Sadie Hildebrand suggested that the committee make a separate list of recommendations to the board on topics such as changes to the organizational structure of the neighborhood association, etc. The group brainstormed strategies for building partnerships and promoting resident engagement. They also came up with a number of recommendations to take to the board regarding organizational issues. As strategies were formed, the committee talked about who would be responsible for implementing the action steps.

The next meeting on October 26<sup>th</sup> will wrap up the discussion on goals and strategies, and should be the final meeting of this subcommittee.