

Minutes Neighborhood Advisory Commission Outreach Committee Meeting October 30, 2007

Minutes of the Neighborhood Advisory Commission Outreach Committee held on Tuesday, October 30, 2007 at 5:15 p.m. at Coffee Plantation on Mill Avenue.

(MEMBERS) Present: Faye Farmer, Michael Wasko, Woody Wilson

(MEMBERS) Absent:

City Staff Present: Elizabeth Thomas, Neighborhood Services Specialist

Guests Present: None

Agenda Item 1 – Call to Order

Meeting was called to order at 5:28 p.m.

Agenda Item 2 – 2008 Neighborhood Workshop Keynote Speaker and Topics Discussion

Elizabeth Thomas confirmed the 2008 half day event date of Saturday, April 5, 2008. The multi-purpose room as well as several class rooms have been reserved at Pyle Adult Recreation Center. Chair Wilson inquired if the event could be held at the Tempe Center for the Arts and Commissioner Wasko suggested an outdoor event at Tempe Town Lake. Both of these venues can be considered for future events if they lend themselves to the event concept and format, however each alternative location is heavily booked and plans would have to be made well in advance.

The possibility of locating a strong keynote speaker and having break-out sessions connected in some way to this initial presentation was discussed at length. Suggested speakers included the author of Bowling Alone and Rhonda Phillips, Director of ASU's School of Community Resources and Development. Breakout sessions will flow from and tie in with the keynote speaker's address and could encompass an overview of the Maryanne Corder Neighborhood Grant Program and highlights of unique enhancement projects, Involvement techniques (possibly incorporating the Tempe Involving the Public manual), Gifts of Individuals mapping exercises, more about development in downtown Tempe and its impacts in terms of sales tax revenue for all residents and leadership development.

Commissioners requested that the following questions/requests be followed up on and clarified by staff:

- Identify what is the available budget for the Neighborhood Awards and Workshop 2008 event.
- Is any additional money available to pay a speaker fee and/or accommodations and airfare if needed?
- Who contacts potential speakers? Staff or NAC Outreach members?
- Can staff or NAC make a “supplemental budget” request to cover the cost of an appropriate, qualified and known speaker as well as additional promotional efforts such as a banner across Mill Avenue, a billboard announcement, more professional event brochures, etc.
- If a “supplemental budget” request is not possible, what are the parameters for contacting potential guest speakers?

The following event goals were identified:

- Do one thing and do it really well. This is our one event thing.
- Increase event participation and attendance
- Honor and empower those individuals in the community who are already stepping up and welcome and encourage new faces.
- Inspire all attendees by providing an experience that is well worth their time.
- Provide general info. (roof rates, fire/pd safety, recycling do's and don't's) in a goody bag
- Introduce some type of leadership development component – tools to help with neighborhood and homeowners' association meetings
- Emphasize communication, community and involvement

Agenda Item 3 - Workshop outreach efforts

Elizabeth briefly described last year's event awareness building and outreach efforts including press releases, website updates, Tempe Today article, an ad in the East Valley section of the Arizona Republic, direct mail to neighborhood chairs and co-chairs, boards and commission members as well as previous Leadership Academy attendees and Channel 11 bulletins.

Commissioners strongly expressed the desire to continue to grow the event and to draw more people to it. They mentioned raffle or door prizes might be a draw in addition to exploring different event locations and environments in the future.

Agenda Item 4 – Adjournment

Chair Wilson made a motion to adjourn which was seconded by Commissioner Wasko and the motion passed unanimously. The meeting adjourned at 6:34 p.m.

Prepared by:
Elizabeth Thomas
Neighborhood Services