

Meeting Minutes
CITY OF GLENDALE
CITIZENS ADVISORY COMMISSION ON NEIGHBORHOODS
Glendale City Hall – Room B-3
Wednesday, May 4, 2011
6:00pm

MEMBERS PRESENT: Sharon Sprague, Chair
Vickie Loya, Vice Chair
John Geurs
Sharon Brown
Matthew Versluis
Bill Jocewicz
Barbara Cole
Rebecca Ontiveros
Jo Ann Caufield
Frank Hinds

MEMBERS ABSENT: Judy Atkins

STAFF PRESENT: Cathy Gorham, Deputy City Manager
Matt Cohrs, Neighborhood Partnership Administrator
Angie Wilkie, Neighborhood Services Coordinator

I. Call to Order

Chair Sprague called the meeting to order at 6:05 p.m.

II. Roll Call

Chair Sprague conducted roll call and noted that Commissioner Atkins was absent and excused.

III. Approval of Minutes – April 6, 2011

Commissioner Loya motioned to approve the April 6, 2011 meeting minutes as written. Commissioner Brown made the second. The motion passed 10 - 0.

IV. Business from the Floor

None.

V. Commission on Neighborhoods Draft FY 2011-12 Work Plan

Ms. Gorham stated that over the past several months, the Commissioners and staff have explored and evaluated the mission and role of the Commission, especially due to the fact that the neighborhood grant program is no longer in existence due to budget cuts. Ms. Gorham noted that some very good ideas and opinions have been gleaned from the Commissioners, staff and also from neighborhood leaders such as the La Fontana Neighborhood representative as well as the recent discussion with Councilmember Clark.

Based on all of this input, staff has put together a new Draft Work Plan for the Commission to be presented and discussed this evening. Ms. Gorham commented that this new work plan includes a new neighborhood engagement model. Ms. Gorham also announced that several Councilmembers would really like to combine resources in order to provide some funding to the Commission to be used in some neighborhood grant format. Ms. Gorham commented that the Council does see the great value of the Commission and would like to ensure that the Commission does have some funds with which to help connect neighbors and improve neighborhoods. Ms. Gorham added that the potential amount for FY 2011-2012 from the Councilmembers would be in the total range of \$20,000 to \$25,000 but that is a preliminary estimate and the exact amount would not be

known until the end of this fiscal year. These funds would be set aside as a one-time funding for FY 2011-12.

Ms. Gorham stated that Commissioners could use the Neighborhood Information System to narrow down an area of focus and then meet with the respective Councilmember of the neighborhood to discuss the proposed project. Ms. Gorham was very excited because this method of engagement is very different than the methods used in the past and could result in some very effective neighborhood connections and improvements.

Mr. Cohrs presented the Commissioners with the FY 2011-12 Draft Work Plan for review, consideration and discussion. Highlights include the following:

- **Goals:**

1. Using the Neighborhood Indicators System data, the Commission will identify areas in each City Council district that could benefit from additional outreach, communication and partnerships. (Time frame: August/September)
2. Commissioners along with NPO staff will meet with the Mayor (at-large member) or Councilmember whose district in which they were appointed to serve in the fall to discuss their findings regarding these targeted areas and to seek input and additional ideas regarding potential partnerships, areas of need and ideas. (Time frame: September/October)
3. The Commission will support efforts in the targeted areas through the activities of the new work groups based on needs and opportunities.

- **Work Groups and Corresponding Goals:**

1. Neighborhood Capacity Building and Grants Work Group
 - Create new guidelines for use of limited one-time funds in neighborhoods by October 2011.
 - Facilitate communication with neighborhoods regarding the availability of funds and make recommendations to full Commission on neighborhood-specific projects or strategies that could use these funds.
 - Review the results of the new neighborhood registration policy and advised the full Commission as to whether it is working or needs revisions to keep neighborhoods involved.
2. Event Planning and Neighborhood Engagement Work Group
 - Plan and coordinate the annual Holiday Event including seeking a sponsor(s), raffle and prize donations.
 - Plan and coordinate the annual Community Leadership Forum and work to increase awareness of the event and exposure for those groups sponsoring the event (i.e. Civic Pride).
 - Work with the Community Services Connections Team, Council Office and the NPO in staging events in targeted neighborhoods to build capacity and involvement.
3. Research, Evaluation and Training Work Group
 - Identify neighborhoods that have Block Watches and are also registered and find opportunities for cross-over activities/projects/events.
 - Work with NPO staff to design and develop a new "neighborhood action kit" that can be a tool for neighborhood engagement and sustainability.
 - Review and evaluate existing training programs offered by the NPO and research new training opportunities for neighborhoods and advise on the content, frequency, targeted audience(s) and design of the training.
4. Partnerships and Community Outreach Work Group
 - Develop a list of potential partners throughout the city and in areas identified by the Commission as needing greater outreach and communication.

- Working with NPO staff, coordinate meetings with potential partners to discuss the Adopt-A-Neighborhood program and opportunities to leverage resources to strengthen individual and collective capacity in challenged and targeted areas of the community.

Commissioner Loya wondered if the Work Plan was to be finalized and voted on this evening. Mr. Cohrs replied that the Commissioners could review and discuss the plan tonight and staff would incorporate revisions or suggestions and the final plan could be voted upon at the June Commission meeting.

It was suggested and agreed upon that another goal of the Work Plan would be to prepare an annual report of the accomplishments of FY 2011-12 compared to the goals and other important activities and achievements throughout the year.

Commissioner Hinds commented that with \$20,000 to \$25,000 in potential seed money, the Commission would have to choose projects that have maximum impact. Ms. Gorham agreed and added that the Work Group would decide the grant parameters and/or a maximum amount to be given per project. Mr. Cohrs noted that in the past, up to \$500 was given for a Community Connections grant which many neighborhoods used for a GAIN night gathering.

Commissioner Loya wondered if matching funds could be a requirement for receipt of funds. Mr. Cohrs replied that this method was used in the past in that HOA's were required to post a one-third cash match and traditional neighborhoods were required to perform some type of sweat equity. Mr. Cohrs stated that the Work Group could review this suggestion.

Commissioner Geurs wondered how the neighborhoods receiving funds would be chosen and if only the Work Group would be involved. Mr. Cohrs explained that the Work Group would make the suggestions but the whole Commission would vote on the final selections.

Ms. Gorham suggested that instead of vacating the August Commission meeting, the Commissioners could meet and begin to utilize the NIS system in order to narrow down an area of focus. Ms. Gorham added that there may be some neighborhoods on the tipping point that could use a small boost in order to keep neighborhood involvement on the upswing instead of on the decline.

Commissioner Jocewicz commented that the Commissioners can be a resource by the Councilmembers in order to increase neighborhood involvement or focus on a specific area of need in a neighborhood. Mr. Cohrs agreed noting that this is the reason for the goal of the Commissioners and staff to meet with the Councilmembers. Ms. Gorham stated that increased communication between the Commissioners and their respective Councilmembers will truly benefit the neighborhoods and will open up many new ideas that can be pursued.

Commissioner Hinds noted that there is a difference between HOA's and traditional neighborhoods and the method of engagement will be different as well. Mr. Cohrs agreed.

Commissioner Caufield commented that it is very important to meet with the Councilmembers, neighborhood leaders and residents to obtain feedback on areas of need but also the NIS will give hard data on which to also base decisions upon.

Commissioner Cole suggested utilizing input from the Block Watch Department or CAT team regarding potential areas of focus.

All Commissioners agreed with the Draft Work Plan and the use of Work Groups.

Commissioner Ontiveros wondered if Ms. Opal Evans could be utilized for the training of neighborhood leaders for the Citizens Corps. Ms. Gorham stated that a partnership with Ms. Evans is an option to explore.

Mr. Cohrs will make revisions to the plan as discussed this evening and will present the final plan at the June meeting for Commission vote.

Chair Sprague thanked Ms. Gorham and Mr. Cohrs for their hard work on the plan.

VI. Community Leadership Forum Update and Planning

Ms. Wilkie stated that the Work Group planning the Community Leadership Forum met just prior to this evening's Commission meeting. Ms. Wilkie announced that Commissioner Cole is the Chairperson for the event and will provide highlights of the event plan.

Commissioner Cole provided details on the Community Leadership Forum, which include the following information:

- The event will be held on Saturday, June 25th at the Vineyard Church from 8:30 a.m. until noon.
- The Glendale Civic Pride Association is the sponsor of the event and is donating \$1,000.
- The theme for this year is "Taking Pride in Your Community"
- A continental breakfast will be served.
- There will be raffle prizes at the end of the event and all Commission members are asked to secure donations for raffle prizes.
- Youth will be utilized to help set up and tear down the event as well as serve in the role of greeters who will direct attendees into the event.

Ms. Wilkie noted that nominations for the SPARK Awards have been sent out. Awards will be presented in the following six categories:

1. Business Support and Community Involvement
2. Community Partner
3. HOA Leadership
4. Neighborhood Revitalization
5. Traditional Neighborhood Leadership
6. Young Leaders on the Move

Ms. Ontiveros suggested contacting the Culinary School of Glendale regarding catering of the event.

Commissioner Cole presented the timeline for the event which includes a continental breakfast, comments by the Mayor, the SPARK Awards presentations, comments from the Glendale Civic Pride Association and neighborhood leaders as well as raffle prizes.

Commissioner Cole noted that another update and further discussion of the event would occur at the June Commission meeting.

VII. Staff Updates and Commission Items of Interest

Mr. Cohrs announced that the next Commission meeting would be changed to Wednesday, June 8, 2011 which is not the first Wednesday of month as the meetings are traditionally

held. Commissioner Jocewicz suggested meeting in the Sine Building. Mr. Cohrs will follow up on this suggestion.

Mr. Cohrs gave an update on the following staff activities:

Neighborhood Outreach –

- Staff edited, printed and distributed 236 newsletters/flyers on behalf of the Villas Glendale Townhouse Association in April.

Community Volunteer Program –

- The annual Peoria Unified School District "PLUS Days" event took place on April 26. More than 150 National Junior Honor Society students helped to clean up at Sahuaro Ranch Park and glean fruit for the Decker family who live in the Orchard Glen Neighborhood.
- Volunteers spruced up the Xeriscape Garden at the Main Library as part of an Earth Day project.
- Volunteers from Faith Bible Church assisted a resident in the Granada Estates neighborhood with yard clean-up and minor repairs on his home.
- Volunteers from Midwestern University and Northwest Christian School completed their quarterly Adopt-A-Street clean-up projects along Glendale streets.

Community Mediation –

- 5 new mediation cases were received
- 28 cases were active
- 4 cases were resolved with mediation services

Community Education –

- Glendale University 101 Spring 2011 Session continues and will culminate with a graduation dinner on May 9. Thirty students are enrolled in the class.
- Glendale University, and the Parks, Recreation and Library Department have partnered with the Thunderbird School of Global Management to offer "elective" Glendale University courses on personal financial management. The last of the four classes was held on Saturday, April 30 at 10:00 a.m. at the Main Library.

Upcoming Neighborhood and Community Events –

- Glendale University 101 Classes for May:
 - Monday, May 2: Public Safety: Fire Department
 - Monday, May 9: Graduation Dinner
- Volunteer Projects/Events for May:
 - Saturday, May 7: National Join Hands Day
 - Saturday, May 7: Eagle Scout Project
 - Saturday, May 14: Red C Product Adopt-A-Street Clean-Up
 - Saturday, May 28: Green Day

VIII. Adjournment

Commissioner Hinds motioned to adjourn the meeting at 7:38 p.m. Commissioner Versluis made the second. The motion passed 10 - 0.

Respectfully Submitted,

Denise Kazmierczak, Recording Secretary