

Neighborhood Advisory Committee  
Wednesday, September 27, 2006 @ 7:00 PM

- I. Review of June Summary Minutes
- II. Upcoming web and listserv changes  
*Will likely change listserv providers in November, which will mean changes to appearance of NNI notices. We are experiencing some problems with current provider—less than optimal customer service; inefficient service, and our contract with them is about to end. New website will also launch soon—in 1-2 months. As it gets up and running, feedback from the committee will be helpful as we tweak it to make it the most effective it can be.*
- III. Educational Seminars
  - A. Comprehensive Plan  
*Announced meeting on Thursday night and the Comprehensive Planning talk to be given by DCA staff*
  - B. Next: Planning Processes & Terminology 101? Public Process 101? Intro to Planning Department Web Resources? *Process for ordinance creation/alteration; How to mobilize support for ordinance changes – Many neighbors have interest in this*
- IV. Zoning Signage Recommendations?  
*Committee did decide to go ahead and recommend signage changes to Mayor & Commission. Large, simplified text on sign proper to include case reference number, web address, phone number and detailed information on one-page sheet to be affixed in “Take One” tube at bottom of sign. This information should include applicant, owner, acreage, density proposed, average or minimum lot size proposed, site plan, detailed and defined zoning request info.*
- V. Other issues or announcements from committee
  - *E-mail registrants have climbed since last meeting from approx. 100 to approx. 140. This number is of concern to all because word not reaching enough people about program. Committee spent time discussing this issue.*
  - *Apathy is one explanation. Feeling of futility in getting involved. Unless there is perception of an emergency issue—a fire to put out—involvement is low.*

- *One challenge in getting residents to take ownership of neighborhood could be a factor of size. If neighborhood is defined too broadly/widely, hard to organize.*
- *Also not enough energy devoted to PR for program yet. Could utilize utility bills to reach audience not reached by educational seminars/informational sessions thus far. Still need to take advantage of newspaper outlets to better disseminate information about NNI registration process. Could buy ad space.*
- *Need to stress less obvious benefits of registration—establishing contacts for various areas improves ability to communicate news when it arises.*
- *We should also find out how many NNI e-mail recipients are forwarding on the notices to other listserves. Our audience may be much larger than our sign up list implies. Lara will send e-mail to entire list requesting this info.*
- *Role of Contact Person discussed at length. Should this role be better defined by the NNI. Currently each neighborhood may define this role very differently from each other (may be merely a disseminator of info. for one neighborhood but a “representative” or “advocate” in another.) How the Contact Person changes with neighborhood leadership changes is also not explicitly defined by Initiative. May have a Contact Person designated who is not the neighborhood association president.*
- ***PR is currently a higher priority than planning for next educational seminar/ planning workshop.***

#### VI. Schedules & Adjournment

*Will meet in October as planned the fourth Wednesday of the month (October 25<sup>th</sup>); then we'll discuss meeting time for holiday months—likely sometime in early December.*