

Mountain View Neighborhood Plan

Resident Focus Group

Location: **ACLT Offices**

Date: **6-8pm, November 12, 2008**

NOTES

Attending:

- Nick Gonzales
- Marylin Balluta
- Niki Burrows
- Don Crandall
- Jewel Jones
- Mike Evans
- Cessilye Williams
- Sunny Mall

Community Open House/Celebration

- Everyone bring a friend, a neighbor
- Timing
 - December 13? Might be too soon
 - Conclusion - delay until spring 09; when there has been more time for outreach to individuals and organizations, and more time to build up interest
- Options for take advantage of some event that's already planned:
 - School event
 - Thanksgiving @ Boys & Girls Club (11/20)
 - Music Lab
 - Spring 2009
 - Clark opening Aug 2009
- Conclusion: Getting ready – conduct a “quiet campaign;”
 - Show up at multiple venues over the next 3 months
 - Present project poster, tell story of work that's occurred, work that's still needed
 - Use feedback form - “vote” (call and thank)
 - Culminate in community celebration Spring 2009 – share results of all questionnaires and other feedback over previous 3 months

Open House/Celebration – Possible Activities

- Food
- Photo displays
- Multi-cultural fair – contacts for entertainment
- Tables with info
 - Document progress
 - What's next?
 - How to contribute
- Music – Native Heritage Center (Jeannie Green)
- Big Blank Tablets
 - Encourage feedback, conversation
- Block improvement projects
 - Youth groups?
 - Need incentives (Prizes, extra credit)

Tables

- Schools (Clark, Tyson, Mountain View)
- ACLT
- Boys & Girls Club
- Cook Inlet Housing
- Credit Union 1
- Habitat for Humanity
- Success by Six
- Mayor Begich
- Highway to Highway
- Special Olympics
- Library
- Parks and Recreation (community gardens)
- Police Dept
- Churches
- Nine Star
- Mao Tosi group
- Latino Lions Club
- Mountain View Drive – Russ Oswald
- Local Businesses
- Get youth groups involved
- Municipal people who give out the lightbulbs or other stuff (Jim Posey)

Community Outreach – “Advertising” and Gathering Public Opinion

- Condense poster into a flyer that can be mailed out or handed out
- Make flyers available at Thanksgiving Dinner (Boys & Girls Club, Nov 20)
- Flyers in different languages?

Revisions to Poster

- Use simpler language (should not be “by professionals, for professionals”)
- Drop timeline
- Improve map

Flyer

To be made from existing poster and handed out at Mountain View events. First event will be Thanksgiving Dinner @ Boys & Girls Club, Nov 20.

- Limit contents to: side 1 - a map of projects done and in progress and, side 2 - an short overview of goals & strategies and space for feedback (informal survey)
- Shorten the introduction and have only one of them.
- Fade the map, enhance the pictures; all pictures on one map, more emphasis on pictures
- Delete the old goals and replace with headings/titles
- Shorten the accomplishments descriptions
- Note that more detail is available on the website (and/or in an accompanying report)
- Delete the “who has been involved” box
- Keep the new goals, then ask “How do we do this? How do we get there?”
- Incorporate strategies into questions: “Here are some possibilities, what do you think?”
- Have a feedback & contact form
- Don’t worry about translation into other languages at this time
- Language should be clear, simple, not planner-ese, positive (like peaceCorps) and inspiring

General Notes

- Want this process to create/involve sincere partnerships with people outside the neighborhood – help Mountain View residents navigate the system
- Teaching community organizing skills

- Residents Group will meet again: Wed, December 10
- For getting crime statistics for Mountain View – contact APD (Tom Nelson – Police Dept Captain)
 - [After the meeting, found out that new statistics won't be ready until January, so will wait for those.]
- Boys & Girls Club transformed – 100 kids in program (used to be a ghost town & all the kids were playing in the streets)
- “Community Engagement & Empowerment” – ACLT