

Mountain View Neighborhood Plan

MEETING NOTES

Focus Group

Location: **ACLT Offices**

Date: **noon-1:30pm, April 2, 2009**

Introduction - Who's Here & Why

Overall Goal - "Springboard for Action"

- Take advantage of previous work
- Identify specific actions that will benefit Mountain View residents, businesses
- Get started on Neighborhood Plan

Background to Process to Date

- Series of meetings by "resident group" – Fall Winter 08-09
- Meeting by business group Winter 08-09
- Numerous major projects in progress (Clark Middle School, Library, new housing, interchange, Art & Culture Center and more....)

Purpose of today's meeting

- Talk about specific, near term actions

In attendance:

- Owen Carey – Carey Homes/Nanook, Inc.
- Scott Beninati – Resident
- Bill Gee – Hickel Investment Co.
- Olympia Lewis – Credit Union 1
- Don Crandall – Mountain View Community Council
- Natalia Soto – Library
- Katch Bacheller – Alaska Museum of Natural History
- Amy Grant – Anchorage Community Land Trust (ACLT)
- Mac Carey – Carey Homes
- Chris Beck – Agnew : : Beck Consulting
- Heather Stewart – Agnew : : Beck Consulting
- Mike Browder – Cook Inlet Housing Authority (CIHA)
- Jayne Sheppard – ACLT/CIHA
- Bajek Deng - Southern Sudanese American Community Association (SSACA)

Next Steps

- Heather - send out an email to the Mountain View list asking people to get in touch with Olympia Lewis if they want to be a part of the Summer Celebration Committee
- Olympia - hold meeting with event subcommittee, report back at next full group meeting re event date, work needed to get ready,
- Heather - email Mountain View list asking people: What does "Image Building" in Mountain View mean to you? Responses back within a week. See what people come up with.
- Agnew::Beck – schedule full group meeting (late April or May)

Spring priorities for Mountain View Neighborhood Image:

1. Define and carry out a set of actions to help improve the image and reputation of Mountain View. Proposed specific priorities:
 - Summer Event
 - Prepare set of props to aid in publicity/image-building process
 - Contact with military – (meeting, presentation, materials to share)
 - Presentation to other key groups, e.g., real estate – (meeting, presentation, materials to share)
2. Identify action, people/group(s) involved, timeframe, etc.
3. Take initial steps in the preparation of a Mountain View Neighborhood Plan
 - Build from past work
 - Focus on most important issues, e.g., parking, housing, neighborhood image..
 - Aim for an Assembly-approved document

Summer Event

- To be held in late August, to “take advantage of opportune time”
 - Jewel is going to get the Clark Middle School opening date from Cessilye
 - With the intention that it will become an annual event: place, date, see what we can do (permitting, insurance) – get better every year
- Should we have the summer event in addition to or combined with the July 4 picnic?
 - Preference to have it held separately: the picnic is for the community; this event is to market the neighborhood and get people to Mountain View that would not otherwise come.
 - Can have a parade, carriages, buses to get people out into the neighborhood
- What do we want to do in Mountain View? Raise money or get businesses together?
 - Get businesses together and promote the neighborhood
 - Build on/celebrate events that are going to happen (Clark opening, Credit Union 1 opening, library opening, etc.)
- A suggestion was offered to try to attract some existing event (like the Renaissance fair) to the neighborhood, though most of the group wants to have an event unique to Mountain View.
- Group elected Olympia Lewis from Credit Union 1 to be the chair of subcommittee for the event:
 - M'ao Tosi to organize youth involvement
 - Olympia will start scheduling meetings
- Others who offered to be on the committee:
 - Katch
 - Don
 - Jayne
 - Natalia
 - Cook Inlet (will send someone to meetings)
 - Mac/Owen Carey
 - Just keep Bill Gee in the loop and call him if questions, but doesn't plan to attend meetings
- Other ideas for the event:
 - Parade in the morning, end up in central Mountain View with booths, market-style vendors (Food, Music, Crafts) outside

- Carriage Tours
- Scavenger hunt/treasure hunt
- “poker hand” tours to win prizes
- Invite realtors, military, etc.
- Classic car rides (“classic cars in a classic neighborhood”)
- Clark/CU1/Library intersection the core focal point
- FYI - Mountain View Library opening anticipated in January

Military Outreach

- The Military needs housing; they can’t afford *not* to consider Mountain View for housing
 - They have no official redlining policy
 - Yet, the Military is not responding to volunteer requests from Natural History Museum and others.
- Mac Carey suggests joining the Association of the US Army
- We need to invite them to be a part of our (Mountain View Planning and Neighborhood Revitalization) efforts
- Selling point for Mountain View – closeness to gates,
- Suggestion was made to try to get their preferred renter status
 - BAH, not qualified for affordable housing and hazardous duty pay
- Mac Carey will contact people he knows in the Military, try to bring them into the conversation

Image Building

- Why a public relations campaign?
 - “Change the mindset” of the Military (Army, Air Force) and other groups
 - Want people to stop being afraid of Mountain View
 - Want to bring people into the community.
- How to tell the story?
 - Show the inside of Mountain View – the life, the heart of the community
 - “Who *is* Mountain View?”
- List attributes: “Did you know that this is Mountain View?”
 - Show the mismatch between reputation and reality
- Promote a “New” Mountain View
 - How it’s changed; what remains
 - Celebrate the neighborhood’s diversity; who is now coming into Mountain View?
- Anchorage Daily News – probably our best partners; they publish great social change stories
 - The ADN is actually a resident of Mountain View, they rent from Hickel
 - Channel 11 “Break the Cycle”
 - Channel 2 was asking about the Neighborhood Plan
- Will the Mountain View business community want to see this? They’ve placed their businesses in Mountain View because those businesses work here
 - But the community wants to upgrade Mountain View’s commercial environment; we want for-profit offices, people who can take care of their properties.
- People who live here and who have businesses here need to have a stake in creating the future “new” Mountain View
- The Natural History Museum made a promise to Begich to make a positive difference in the lives of Mountain View kids

Glenn Square Mall

- Involve new (Glenn Square) mall in the project process, events?
 - Glenn Square needs help. Would be bad for Mountain View if it was a conspicuous failure
 - Should event include ties to Glenn Square? Maybe, but perhaps should instead focus on the Clark/Red Apple/Credit Union 1 as the gateway to Mountain View. We should concentrate events in the center of Mountain View.
 - Don't spend much time/effort on Glenn Square. It's probably not going to do well; because of the newer mall further east, it's a doomed project. The center of Mountain View is Red Apple, because that's the grocery store, and that's where we should concentrate our efforts.
 - Maybe we can't help Kimco (Glenn Square owners), but we can allow them to participate as much as possible – they can't seem to attract new businesses, but the existing businesses are doing ok. We would like them to be engaged.
 - There are summer events (auto shows, flea markets, etc.) that can happen in the parking lot.
 - It might also be a good place for the Army to have an event