



<p>Board Members & Committees</p>	<p>BOARD & COMMITTEE CHAIRS</p> <p>Kevin Wondra (Executive – Chair, CRC) Joaquin Altoro (Executive, BEDC Co-Chair) JoAnne Anton (Executive, BEDC) John Hein (Executive) Clark Crosby (Executive) Alpha Jalloh (Residents Co-Chair) Ivan Mejias (Residents Co-Chair) Ursula Twombly (BEDC Co-Chair) Ann Pieper (BEDC Co-Chair) Bob Feind (BEDC) Lori Gensch (BEDC) Cristian Vega (CRC Chair)</p> <p>ADDITIONAL COMMITTEE MEMBERS – BEDC</p> <p>Kathy Osowski Jose Chavez Harvey Kurtz Steve Stroz Jan Krivanek David Pachefski Larry Pachefski</p> <p>ADDITIONAL COMMITTEE MEMBERS – CRC</p> <p>Andy Olson Simmi Urbanek Katie Felten (TBD) Mallory Davis (TBD) Jenni Radosevich (TBD) Peter Clemency (TBD) Daniel Cruz (TBD)</p>
--	---

	<p>Darnell Ashley (TBD)</p> <p>Alexis Laverdiere & Nathalie Rahner (Interns)</p> <p>ADDITIONAL COMMITTEE MEMBERS – RC</p> <p>Sean Kiebzak</p> <p>Valerie Terda</p> <p>Brian kopec-Farell - Neighborhood watch</p> <p>Pedro Colon - Neighborhood Watch</p> <p>Sven Carlson – Neighborhood watch</p> <p>Jilly Gokalghandi – Winterfest</p> <p>Debra Moralez – Community Engagement, Harvest Fest</p> <p>Betty Ulmer – Harvest Fest</p> <p>Robert Newhauser – Harvest Fest</p> <p>Paul Grippe – Neighborhood watch</p> <p>Ivan Mejias – Community Engagement, Quality of Life Alpha</p> <p>Jalloh – Development Projects, Quality of Life</p>
--	---

<p>Mission – ADOPTED (8/20/14) REVISED 11/5/14 (safety)</p>	<p>WPA serves as a voice for all stakeholders and influences development that honors its history and that aligns current reality with the envisioned spirit of Walker’s Point. The priorities for green and sustainable development include craft industries, fresh water industry, mixed housing and safety initiatives that support the economic and social diversity of the neighborhood.</p> <p>WPA also serves as a resource and information hub for ALL stakeholders.</p>
--	--

<p>Vision – ADOPTED (7/23/14)</p>	<p>WPA is the connector and advocate among residents, businesses, and city officials creating a truly unified community</p>

<p>Major Priorities – AFFIRMED</p>	<p>#1 - Relationships (civic engagement, community outreach, membership, engagement, promotion)</p> <p>#2 - Influencing neighborhood development (short-term projects plus building influence)</p> <p>#3 - Resource development</p>
---	---

**COMMUNITY RELATIONS
COMMITTEE Strategies**
ADOPTED 8.17.16

COMMUNICATIONS: SOCIAL MEDIA

Purpose: Building audiences across various social media platforms, increase engagement and grow event attendance and membership.

Timeline: Growth in first 3 months of media blitz will be telltale in regards to audience & membership.

Budget: Under \$10 per month for select few paid posts

Deliverables:

- Build audiences across Facebook, Twitter & Instagram by continuing to connect with local biz/organizations & citizens on these channels. Building Audience, Build Awareness
- Foster engagement through conversations with engaging material leads to both valuable relationships & increased visibility. User based content is essential to fostering a true sense of community & to organic brand growth. In this fashion our social media will not only serve the WPA, but more importantly the neighborhood itself.
- Entice membership & attendance with excitement built via 1 & 2 as well as informative WPA content. Recruitment will be kept in mind at all times, as will retention.

COMMUNICATION: OTHER

Purpose: Building audiences *outside of* social media platforms, increase engagement and grow event attendance and membership.

Timeline:

Budget: Under \$75 **Deliverables:**

- Email revamp (August).
- Walker's Pt Map update completed in 2-story "Rebranding" (October)
- Continue to build on community gatherings to ensure they are well-attended as well as engaging, informative & diverse in both locations & content (ongoing)
- Neighborhood recaps using some of the best content found on our social media will be included in mailers (ongoing)
- Trifold pamphlets with info on the WPA have been printed & will be distributed at any opportunity (re-brand & distribute - November)
- Bridge communications to be inclusive of both the business and residential communities (ongoing)

LARGE SCALE COMMUNITY EVENT

Purpose: More & more entities & individuals in this community, from artists & non-profits to business owners & residents, are calling for an event the likes of which Walker's Point has never experienced.

Timeline: August 2017

Budget: Advertising. Street closure. Entertainment license. Food & beverage licensing. Insurance. Artist & musician compensation. Web presence. Sanitation. Non-volunteer staff. Event rentals (tents, power, furniture) Etc. – Obtain \$ through sponsorships

Deliverables:

- Bring together an undertaking that will serve all these shared needs, visions & interests for a more vibrant Walker's Point. It is with this philosophy in mind that we will continue to lay the groundwork for a "fest" in 2017.
- Ongoing planning through committee work
- Event Execution – July/August 2017

**BUSINESS & ECONOMIC
DEVELOPMENT
COMMITTEE Strategies
ADOPTED 8.17.16**

PROMOTION OF MEMBER BUSINESSES

Purpose: Promotion of member businesses: establish a subcommittee within BEDC to develop specific ideas and initiatives.

Timeline: Ongoing **Budget:**

n/a

Deliverables:

- Create new sub-committee led by Kathy (August)
- Identify creative ways to promote member businesses through action plan (October)

INFLUENCING THE DEVELOPMENT OF WALKER'S POINT

Purpose: Continue to meet with developers and review Design Guidelines

Timeline: April 2017

Budget: Intern Time (\$2000)

Deliverables:

- Establish more detailed Design Guidelines in preparation for establishing an ARB (Architectural Review Board)
- Review draft Guidelines in Nov and Dec
- Submission of ARB request to City early Spring 2017.

SUPPORT ESTABLISHING NEIGHBORHOOD IMPROVEMENT DISTRICTS

Purpose: Support establishing two NIDs

(Neighborhood improvement Districts) for approval by

City. **Timeline:** October 2016/October 2017 **Budget:**

\$5000 (based on mailing costs) **Deliverables:**

- Northern NID is led by Ann Pieper and assessment dollars are anticipated to be available in January 2017.
- 5th/6th Street NID is led by JoAnne Anton, Lori Gensch, and Ursula Twombly, with assessment dollars anticipated to be available January 2018.

RESIDENTS COMMITTEE

Strategies

ADOPTED:

MANAGE & PROMOTE RESIDENT FOCUSED COMMUNITY ENGAGEMENT

Purpose: Increase RC profile, resident interactions and understanding

Timeline: Quarterly

Budget: \$1,500 **Deliverables:**

- Q1 - Winterfest

- Q2 – Ciclovía / open streets
- Q3 - Harvest Fest
- Q4 - Block Party
- Provide monthly stories of residents distributed via CRC

NEIGHBORHOOD ADVOCACY ON KEY DEVELOPMENT PROJECTS

Purpose.: Influence developments & present residents voice

Timeline: Ongoing

Budget: \$250 **Deliverables:**

- Current list of projects to engage
 - o Streetcar development, southern extension
 - o Corredor Creativo on 5th
 - o Paliafito Park Eco-Arts Park
 - o Harbor District “Take Me To The River Committee”
 - o Neighborhood Improvement Districts

POSTIVELY IMPACT THE QUALITY OF LIFE FOR RESIDENTS

Purpose: Create channel to hear, support and champion resident interests

Timeline: Ongoing

Budget: \$250 **Deliverables:**

- Examples
 - o Time-Zoned parking
 - o Neighborhood Watch
 - o Crime & Safety
 - o Rooming tenant transparencies
 - o Identify champions to take forward topics of interest
 - o Liaise with other residents associations

MEMBERSHIP TIER REVIEW

Purpose: Retain and increase membership and a sustainable revenue stream for the future

Timeline: 11/1/16

Budget: TBD

Deliverables:

- Explore options - resident dues be eliminated? Voluntary donation? Charge through website subscriptions?
- Can we set specific Goals for:
 - Businesses AND Business sectors
 - Residents
 - Sponsor Members
- Accountability for the BEDC and RC Committees with engagement with new members (membership packet, committee meeting invites, project involvement)

SUSTAINABILITY: ACCOUNTABILITY THROUGH COMMITTEE PLANS

Purpose: Develop strategies for WPA to ensure existence and build upon foundation of success through sustainable revenue and staffing to execute future plans

Timeline: 6/1/17

Budget: TBD

Deliverables:

- How do we raise revenue and what is our goal?
 - Membership
 - NID
 - Fundraising (Dia, Winter Festival?, Ciclovía?)
- What are our expenses – actual and future? Need to create pro-forma budget. Examples below:
 - Website hosting
 - Intern resources
 - Marketing

NEIGHBORHOOD CANVAS

Purpose: Accumulate accurate neighborhood data of owners and tenants to help drive Association decision making

Timeline: 11/1/16

Budget: Intern Time (\$500?)

Deliverables:

- Monitor intern progress

- Work with Dept of City Development (Sam Leichtling)

	<ul style="list-style-type: none"> - Work with Dept of Public Works <p>FINANCIAL BUDGETING AND FORECASTING</p> <p>Purpose: Transparency and real understanding of financial position</p> <p>Timeline: 10/1/16</p> <p>Budget: Treasurer’s time Deliverables:</p> <ul style="list-style-type: none"> - Detailed annual statements the past three years - 2016-17 Budgeting of expected revenues and expenses; forecasting of future years <p>BYLAWS UPDATING</p> <p>Purpose: Good governance and transparency.</p> <p>Deadline: 10/1/16 Budget: N/A Deliverables:</p> <ul style="list-style-type: none"> - Add amendments to current by-laws (September) - Conflict of Interest and Non-Discrimination policies (July) - 100% Club (August)
<p>Notes and Progress:</p> <p>COMMUNITY RELATIONS COMMITTEE</p>	

Notes and Progress:

**RESIDENTIAL
DEVELOPMENT
COMMITTEE**

Notes and Progress:

**BUSINESS & ECONOMIC
DEVELOPMENT
COMMITTEE**

Notes and Progress:

**EXECUTIVE
COMMITTEE**