

2015 Goals/Objectives/Activities

Goal 1: Create a model for a stable and sustainable Community Council that is effectively engaged across race, ethnicity and culture, as well as social and economic stratum.

Objective: Adopt policies and procedures that support a common set of principles and strategies for community action, as well as guide discussion, analysis and informed decision-making and action by the Council and its constituents.

Activities:

- A. Adopt a set of governing policies and procedures that support equitable engagement
 - a. Target: Equity based Board Policy and Procedures Manual adopted
- B. Promote active Council Committees and special interest or cultural groups
 - a. Target: 5 active committees, average 50 regular participants
- C. Sponsor Board seminars or workshops that build knowledge and capacity of board members
 - a. Target: Annual Retreat plus 2 training sessions
- D. Provide staff support for the Board and all Council Committees
 - a. Target: All committee meetings are documented and actions are assisted by Council staff
- E. Expand communication avenues for residents, city staff, elected officials, police, etc. on issues and events in order to encourage positive relationships/interactions
 - a. Target: Coordinate effective print, social media, broadcast and electronic communications
- F. Support Council operations by identifying relevant funding sources establishing funder relationships
 - a. Target: Support the budget as adopted

Goal 2: Strengthen community connections and alliances through public gatherings and events, and fostering quality public spaces.

Objective:

Direct the planning and implementation of large community events and smaller series events that build community awareness and civic pride.

Activities:

- A. Night Out on E.7th Street Business Fair – annual event promoting local business district
 - a. Target: 2000 attendees, 100 vendors on street
- B. Operate and manage the East Side Community Radio by establishing an Advisory Committee that shapes the programming and ensures that it reflects the demographic make-up of the East Side.
 - a. Target: Committee membership reflects the community; station operating 12 hours per day, 7 days week (minimum)
- C. Community Gatherings – films or speakers to engage community around issues of race, equity, culture, etc.
 - a. Target 6-8 events, total attendance 400 – 600 people

- D. Farmers Market – summer marketplace for local produce, crafts
 - a. Target: 10 days, 200-300 attendees
- E. National Night Out events
 - a. Target: 12 organized gatherings
- F. Community Build of Children’s Garden at 3rd & Maria
 - a. Target: 100 participants

Goal 3: Create multiple avenues of engagement for local youth to participate in cross-generational mentoring that encourages relationship building through active participation in community life and service.

Objective: Engage local youth in community leadership, service and mentoring opportunities through partnerships with schools, places of worship, government and nonprofit organizations.

Activities:

- A. Engage local youth in the planning, setup and operation of an East Side Youth Farmers Market.
 - a. Target: 10-15 youth actively engaged in Market management and operations
- B. Partner with local youth organizations to promote youth leadership and participation
 - a. Target: Establish work plans with at least 3 partner organizations
- C. Engage local youth in programming for WEQY East Side Radio
 - a. Target: Locally produced youth Programming broadcast 3 or more times per week
- D. Promote and staff a summer Art on the Blocks program to encourage youth expression through publicly displayed murals and banners.
 - a. Target: 150 youth participants, 4 or more projects

Goal 4: Link local activities and programs (including housing, transportation, job creation, business development) to investments and opportunities that connect Dayton's Bluff to the growing local, regional and statewide economy.

Objective: Advance Neighborhood & Economic Development through informed community involvement and increased partnerships and resources to ensure equitable redevelopment and opportunity.

Activities:

- A. Support existing businesses and encourage new businesses to relocate to E 7th Street and other East Side locations.
 - a. Target: Assist 10 businesses
- B. Promote capital investment for business growth, job creation, quality rental housing, home ownership, transit and public infrastructure enhancement.
 - a. Target: 2 new projects approved
- C. Expand sources and oversee allocation of the Business Growth Fund (City of St. Paul STAR and McKnight Foundation funds, plus) and ensure quality applications for City funding (STAR & CIB).
 - a. Target: Add \$250,00 to Fund; 8 businesses approved for loans/grants
- D. Support quality neighborhood and business development through informed community review, decision-making and recommendations to City officials that reflects our commitment to equity.
 - a. Target: Review all requests, document actions through meeting minutes and written responses