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 strataums.

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 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