

Virginia-Highland Civic Association
2007 Strategic Plan
January 15, 2007

In accordance with Article I, Section 7 of the Bylaws of Virginia-Highland Civic Association, Inc., the following goals and objectives have been developed and shall be presented for comment and adoption by the Board of Directors at its next General Meeting, February 5, 2007.

These goals and objectives shall be utilized by the Board of Directors in carrying out the business of the association, through the following committees:

- Planning Committee
- Parks Committee
- Fundraising Committee
- Communications Committee
- Safety and Sidewalks Committee

Planning Committee

Neighborhood Commercial Zoning

Primary Contact: John Peak

Goal: Establish Neighborhood Commercial zoning for the 3 key commercial nodes in Va-Hi

Tactics/Timeline:

- Formalized NC Steering Committee team members by 2/1/07
 - Completes vendor selection and established signed contract with consulting firm to assist in effort by 2/15/07.
 - Complete NC effort including submission of new code to City Council for vote by 12/1/07
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Residential Infill / Historic District Zoning

Primary Contact: Bill Herrell

Goal: Research and pursue options for Historic District zoning for parts or all of Va-Highland that are reflective of the desires of the impacted residents.

Tactics/Timeline:

- Collect contact information for volunteers by 1/15/07
 - Review survey results to confirm neighborhood interest by 1/15/07
 - Establish steering Committee by 2/1/07
 - Steering committee formulates work plan and communication plan by 3/1/07
 - Steering committee submits draft proposal to VHCA for a vote by 7/1/07
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Hilan Theater:

Primary Contact: Conne Ward-Cameron

Goal: Monitor developments to ensure the Hilan Theater is used for a community-approved business that does not adversely impact surrounding residents / traffic.

Tactics/Timeline:

- Monitor changes to status of building being used for commercial purposes by:
 - Staying in touch with city officials
 - Periodically contacting owner
 - If feasible, obtain formal ruling that business has experienced a change-of-use so grandfathered parking requirements are no longer valid.
 - Engage legal counsel as-needed based on building status.
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TheMix@841:

Primary Contact: Betsy Nicholas

Goal: Ensure this development is built in adherence to all zoning laws, is consistent with size and scope of typical historic commercial properties in the neighborhood and minimizes traffic impacts to surrounding residents.

Tactics/Timeline:

- Pursue zoning discrepancies of 841 property with the City of Atlanta
 - Will involve research, meetings and possible action before ZRB w/ help from VHCA Attorney.

- ❑ Monitor filings and obtain and review any revised plans filed.
 - ❑ Pursue zoning problems with 842 property related to use of parking to satisfy special use permit for Dark Horse properties.
 - ❑ Follow-up with LAS related to issues identified in letter from Jon Weintraub.
 - ❑ Monitor Traffic Study status and plan a detailed review and critique of traffic studies when filed – may involve hiring a traffic engineer.
 - ❑ Ensure that all issues related to contamination cleanup on 841 property are adequately addressed before any land disturbance occurs.
 - ❑ Keep neighborhood informed through website, The Voice and VHCA meetings.
 - ❑ Enter into negotiation discussions with Mix Developer and/or LAS *if* they become willing to meet with VHCA.
 - ❑ Coordinate with Anne Fauver re: all of the above
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NPU-F Zoning/Planning:

Primary Contact: Betsy Nicholas

Goal: Assist NPU-F in addressing NPU-wide planning issues

Tactics/Timeline:

- ❑ Actively participate in NPU-F Zoning meetings
 - ❑ Review any re-zoning applications within VAHI and bring forward issues to VHCA for consideration
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NPU-F Variances:

Primary Contact: John Peak

Goal: Provide feedback and serve as liaison to the NPU-F for variance requests.

Tactics/Timeline:

- ❑ Actively participate and provide Board vote outcome in NPU-F meetings
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Business Property Owner Liaison:

Primary Contact: Kim Nickels

Goal: - Establish/maintain positive dialog with property and business owners

Tactics/Timeline:

- ❑ Actively participate in VHBA and keep Board informed of issues or concerns of business community
 - ❑ Keep business community informed and obtain feedback on NC effort
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Kroger Highway (Extension of Ponce de Leon Pl.):

Primary Contact: Jack White

Goal: - Keep neighborhood informed of developments related to extension of Ponce de Leon Place from Poncey-Highland to Va-Hi.

Tactics/Timeline:

- ❑ Monitor changes to status via city officials.
- ❑ Make contact with other impacted neighborhoods.

- Work on issuing an official release that will be emailed and posted on our website on what our neighborhood's position is on this.
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Ponce Rezoning Between Highland and Briarcliff Road:

Primary Contact: Bill Herrell

Goal: · Keep neighborhood informed of developments related to rezoning of Ponce between North Highland and Briarcliff Road.

Tactics/Timeline:

- Monitor changes to status via city officials and neighborhood news.
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Briarcliff/DOT:

Primary Contact: Joe Krebs

Goal: · Keep neighborhood informed of developments related to expansion of Briarcliff Road including changes related to Lullwater Park.

Tactics/Timeline:

- Monitor changes to status via city officials and neighborhood news

Parks Committee

John Howell Park and Va-Highland Island

Primary Contact: Rob Glancy and Jack White

Goal: Maintain and improve these areas for enjoyment by the community.

Tactics/Timeline:

- Purchase holiday decorations and put up in main area of Va-Highland – Nov. '07
 - Complete ongoing repairs in John Howell Park: Irrigation, fence repair, landscaping maintenance (oversee DreamScapes), doggie bags / dispensers, etc. – ongoing.
 - Complete build of steps / terrace at middle of park (near Arcadia) – by Sept. '07.
 - Complete bi-annual plantings.
 - TBD - Sponsored Screen on the Green in John Howell Park (fundraising / membership event) 5/07-10/07
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Orme Park

Primary Contact: Jack White and Rob Glancy

Goal: Maintain and improve Orme Park for enjoyment by the community.

Tactics/Timeline:

- Develop formal Master Plan for Orme Park, reflecting long-range goals.
- Continue removal of invasive plants and re-establishment of appropriate natives.
- Continue to build public awareness and participation in park maintenance by holding 3 public workdays (winter, spring, fall).

Fundraising Committee

2007 Summerfest

Primary Contacts: Pamela Papner and Kim Nickels

Goals:

- Earn revenues greater than or equal to last year.
- Offer a fun, safe, quality event for all ages.
- Do more to integrate participation by and provide benefits to local businesses.

Tactics/Timeline:

- Assemble new staff, meet to confirm roles/responsibilities, and ensure transfer of knowledge from previous staff.
 - o First transition meeting was September 2006.
 - o Kick-off meeting for 2007 will be January 3, 2007.
- Complete contracts.
 - o Artist Market contract completed 12/06.
 - o Radio sponsor contract completed _____.
 - o Complete vendor contract by 02/01/07.
 - o Complete road race contract by 02/01/07.
 - o Complete specific plans for KidsFest (who is responsible) by 02/01/07.
 - o Review and finalize event insurance by 03/01/07.
 - o If possible, locate alternative parking for residents of Virginia Ave. during festival.
 - o Artist market calendar – completed.
 - o Complete overall project plan/timeline by 03/01/07.



2007SmmrfestArtistCalendar.doc

- Improve quality of publicity and advertising.
 - o Develop brochure with artist names/locations.
 - o Appoint specific person to be in charge of print/online PR.
 - o Design and post street banners on lightposts and within square.
 - o Offer contest to design students willing to design t-shirts/banners.
 - o Continue to sell Va-Highland items other than t-shirts.
 - o Improve signage at beverage, volunteer, souvenir booths.
- Increase participation by and benefits to local businesses.
 - o Appoint specific person to be in charge of print/online PR.
 - o Improve Summerfest information on vahi.org.
 - o Consider integrating local business coupons into brochure.
 - o Offer other promotional opportunities – food tastings, publicity booth, etc.
- Increase revenues by offering new things:
 - o Consider offering Summerfest poster for sale.
 - o Actively solicit donations to VHCA at entrance / exit to Summerfest.

VHCA Memberships:

Primary Contact:

Goal: Re-invigorate idea of collecting VHCA membership dues to increase VHCA treasury.

- ❑ Solicit membership dues in summer issue of Voice.
 - ❑ Solicit VHCA memberships at entrance to Summerfest.
 - ❑ Offer movie in John Howell Park this spring. Leverage event to provide community communications of zoning progress and to solicit VHCA memberships.
 - ❑ Recognize contributors by publishing VHCA members online and in Voice.
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VHCA Home Tour:

Primary Contact: Rob Glancy

Goals:

- Continue to develop the neighborhood home tour as one of the premiere home tours in the region.
- Maintain the grassroots feel of the home tour while showcasing exquisite homes coupled with first class food tastings
- Improve the profitability of the tour through close analysis of past successes and failures
- Develop a cohesive team to put on a neighborhood friendly event
- To be cognizant of issues regarding infill housing during the home selection process
- To showcase the importance of the historic character of Virginia-Highland through the homes selected
- To work toward more tie-ins with the local Virginia-Highland Business Community

Tactics/Timeline:

- 3/1/07 – 2007 Tour Director and Steering Committee in Place
- 4/1/07 – All committee chairs in place
- 5/15/07 – All Homes Selected for Tour
- 7/1/07 – All Restaurants Selected for Tour
- 9/1/07 – Sponsorship Deadline
- 12/8/07 & 12/9/07 – 2007 Virginia Highland Tour of Homes
- 12/9/07 – Tour Of Homes After Party

Communications Committee

Community Newsletter ("The Voice")

Primary Contact: John Becker, Editor

Goals:

- Improve communications to community via quarterly publication of Voice.
- Attract more advertising revenue through improved newsletter and readership.

Tactics/Timeline:

- Assemble new staff, meet to confirm roles/responsibilities, and ensure transfer of knowledge from previous staff.
 - Completed October/November 2006.
- Complete publication schedule for the year and stick to it.
 - First issue was published week prior to Home Tour.
 - 2007 editorial calendar/schedule completed by John Becker 12/28/06.
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- Improve quality of articles and community participation.
 - John Becker, Editor, is focused on this goal and will continue to circulate new ideas for the newsletter.
 - Preeti Ayyangar has improved design and will be using "seasonal motifs" and more white space to improve readability.
 - Quality of information/articles will be improved by advance planning, close coordination between staff/Board, and solicitation of articles from community.
 - Contributions from community will be solicited via community emails and mentioned at VHCA meetings.
 - Completed in November; to be continued monthly.
 - To ensure substantive accuracy, proof will be reviewed and approved by entire Voice Staff and VHCA president prior to printing.
- Increase advertising revenues.
 - Consider increasing cost of advertising, taking into account cost of ads in similar publications.
 - Develop marketing flyer to solicit advertising from community businesses, along with details about format needed for ads/deadlines/sample of Voice.
 - Deliver, mail and/or e-mail to local businesses 3 weeks in advance of ad deadline each quarter. Talk it up at VHBA meetings.
 - Publish better copy/sample of Voice publications to solicit ads on Web site.

Community Emails/Other Communications:

Primary Contact: Doris Betz

Goal 1: Keep interested neighbors informed of news that impacts the neighborhood via one or more electronic newsletters that cover various topics. Newsletters include:

- Community Email
 - Frequency: every 3-5 weeks
 - Provides information on the neighborhood including community news, upcoming

- events and neighborhood safety information.
- Neighborhood Happenings
 - Frequency: every 2-4 months
 - Includes information on events run by the Virginia-Highland Civic Association including Summerfest and Tour of Homes.
- Safety Report (optional)
 - Frequency: every 1-3 weeks
 - Includes crime reports and other safety-related news

Tactics/Timeline:

- Transition newsletter to new communications lead
 - Transition to Doris is still underway and has been impacted by new newsletter tool. Target completion April 1.
 - Object is to have at least 3 people, Doris, Pam, and John Peak, who can do this.
 - Option extended to John Wolfinger to publish a safety newsletter.
- Publish each newsletter within stated frequency with fresh content
 - Each newsletter owner responsible for collecting information from various sources and using newsletter tool to publish.

Goal 2: Develop a permanent display on history of Virginia-Highland

Tactics/Timeline:

- Locate someone willing to take on this project.
- That person will need to go through our old files and files kept by Vicki Shanahan; complete research at the Atlanta Historical Society; and develop a display highlighting noteworthy historical facts / events.
- Find a location that is willing to permanently display the information (fire house, Ponce library, etc.).
- Purchase permanent display cabinetry and implement by end of November 2007.

VHCA Website:

Primary Contact: John Peak

Goal: The VHCA website has 3 goals:

1. Migrate all VHCA IT infrastructure to well-established hosting provider(s) with redundant systems that perform regular backups of all VHCA technical assets and perform spam scanning of all emails to VHCA domains.
2. Provide a website with fresh content and automated support for newsletter subscriptions to keep the community informed of activities and initiatives of the VHCA
3. Ensure greater transparency and smoother transition between old and new boards through automated and centralized electronic storage of key VHCA documents.

Tactics/Timeline:

- Site migration
 - New hosting provider selected and setup complete on 12/31/06
 - Testing of new site to be completed by 2/1/07
 - Email list cut-over by 1/15/2007
 - Full migration and cut-over by 3/1/07
 - Termination of old account by 4/1/07
- Implement website changes:
 - Keep content fresh
 - Ongoing
 - Expanded Planning section

- Complete
- New newsletter tool
 - Is part of site migration and is located at <http://newsletters.vahi.org>
 - Training for Doris and Pam to be complete by 2/1/07
 - Load of production user-lists to be complete by 2/15/07
 - All newsletters to start using new tool no later than 3/1/07
- Document storage
 - To be voted upon by VHCA Board and, if successful, adopted as standard operating procedure for essential documents
 - Essential documents to be uploaded to centralized file server at <http://files.vahi.org>. What is considered 'essential' is at the discretion of all document owners, but likely includes the following:
 - Signed and executed contracts
 - Company financials
 - Minutes

Safety and Sidewalks Committee

Primary Contact: John Wolfinger

Goal: Using community resources (residents / businesses), with support of governmental agencies and other organizations, promote a safe, clean, orderly and legally conforming neighborhood environment. This will in turn preserve and enhance a safe quality of life for residents of and visitors to Virginia-Highland.

Tactics / Timeline:

- Establish neighborhood watch program.
 - Continue to recruit Street Captains
 - Continue to involve neighborhood churches, schools, businesses and other organizations in the neighborhood watch program.
 - Hold training session with Zone 6 in January/February
 - Recruit Street Captain Communications lead
 - Pursue team-building activities (t-shirts for committee, develop rapport with APD patrol team. Leverage APD to improve safety of streets.

- Pursue Additional Safety Initiatives
 - Work with Ga. Power to complete street lighting assessment
 - Begin program to encourage homeowners to display visible street numbers
 - Liaise with neighboring public safety organizations to discuss ways to resolve common problems.
 - Communicate regularly with community via Safety E-Newsletter
 - Encourage and participate in parks and other neighborhood clean-up.

- Continue Sidewalk Repair Program
 - Increase budget and incentive to repair sidewalks (new policy was adopted in January 2007).
 - Follow-up on last round of letters sent to residents and complete 2 additional campaigns to target sidewalks in need of repair and incent their owners to repair them.