

Virginia-Highland Civic Association
2009 Strategic Plan
March 2, 2009

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.

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

I. Planning Committee

Proposed: Establishment of New Residential Preservation Committee, with oversight to be the responsibility of the VHCA Planning Committee.

II. Parks Committee

Proposed: That we move the "Parks Committee" regular duties to the "Virginia-Highland Conservation League, Inc.", with the Board Parks Committee to retain oversight.

III. Fundraising Committee

Proposed: Establishment of "New Park" Fundraising Committee as a separate sub committee responsible for driving and overseeing fundraising activities to pay down the principal debt on new park.

IV. Communications Committee

V. Safety and Sidewalks Committee

Resolved: At Board Meeting on April 7, 2009, it was clarified that any major expenditures in furtherance of any initiatives in the 2009 Plan shall be ratified in advance by Board vote.

I. Planning Committee

A. Neighborhood Planning

Primary Contacts: Joe Krebs and Frazier Dworet

Goal: Oversight of the new “Residential Preservation Committee” and ongoing management of variance applications. This committee shall also be overall responsible for following new residential and commercial developments that may significantly impact our community, and making appropriate recommendations for research/VHCA involvement. This includes, but is not limited to:

- Any new plans for Hilan Theater space
- Oversight of plans for “The Mix” development
- Attendance at and support of NPU-F meetings. Includes active participation in all major NPU-F activities impacting Virginia-Highland. Includes providing updates to NPU-F and feedback to VHCA Board.
- Oversight of “Streetscape II” construction
- Oversight of Callanwolde development impacting Rosedale residents
- Oversight of any new plans for extension of roads for Fourth Ward development
- All new variance and liquor license applications (from VHCA Planning through NPU-F)

This committee shall “keep an eye out” for new significant plans for development in the neighborhood, to ensure such development is built in accordance with all zoning laws and as much as possible, minimizes traffic impacts to surrounding residents.

B. Hilan Theater

Primary Contact: Joe Krebs

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

C. TheMix@841

Primary Contact: Troy VonKutzenblum, oversight by John Peak/Joe Krebs.

Goal: Keep an eye out for new plans and verify this development is built in adherence with all zoning laws and building code. Also do as much as possible to ensure any new development minimizes traffic impacts to surrounding residents.

D. Beltline & Connect Atlanta, etc.

Primary Contact: Frazier Dworet & Jack White

Goal: Keep neighborhood/VHCA informed of developments related to Beltline, and other major “Atlanta” initiatives, including potential proposed extension of Ponce de Leon Place through Kroger to North Ave.

Tactics/Timeline:

Attend Beltline/other appropriate meetings and timely bring forth issues to VHCA Board.

E. Georgia Power Substation/Callanwolde Development

Primary Contact: Jack White

Goal: Oversee final plans for landscaping substation site, and keep neighborhood informed of developments. Ensure promises made by Ga. Power are executed. Keep VHCA Board and nearby neighbors advised of appropriate developments or issues. Continue to manage the

discussions on Callanwolde w/ resident group, Sam Goldman, and experts.

F. Residential Preservation Committee (Proposed)

Primary Contact: Lola Carlisle and Doris Betz

Goal: A grassroots initiative formed as a result of out-of-scale and/or architecturally divergent residential development has emerged. Last year, the Board recognized that a group of residents, led by Lola Carlisle, were “research(ing) and pursu(ing) options for Historic District zoning for parts or all of Va-Highland, assuming such change was reflective of the desires of the impacted residents.” This initiative was further fueled by our 2007 Community Survey, which indicated there may be significant resident interest in addressing this issue.

Their mission for 2009 is to continue to develop/implement a communication plan to garner community input to the proposed draft regulations; modify said proposed regulations accordingly; and determine if/when to present to the community for VHCA and NPU-F votes.

II. Parks Committee (Proposed transfer of duties to VHCL, Inc.)

A. John Howell Park and Va-Highland Island

Primary Contact: Rob Glancy

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. '09
- ❑ 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. '09.

B. Orme Park

Primary Contact: Rob Glancy

Goal: Maintain and improve Orme Park for enjoyment by the community. Execute the Master Plan approved at end of 2007.

Tactics/Timeline:

- ❑ Complete the following work in 2009:
 - Invasives removal and one additional treatment:
 - Plant material for banks
 - First stage fence installation (playground side (footbridge to street)
 - Two workdays (tools, supplies, etc.)
 - Updated tree survey & tree work

C. New Park:

Primary Contact: Paul Burks

Goals: Complete the following work in 2009:

- ❑ Finalize engineering and landscaping plans, including community input, prior to GLCP deadline of January 2010.
- ❑ Develop estimated costs (by December 2009) for construction in 2010.
- ❑ Organize community support to keep grass cut/complete general maintenance via contributions by neighbors/work days during spring to fall 2009.

III. Fundraising Committee

A. 2009 Summerfest

Primary Contacts: Pamela Papner, Charlie Lefort and Kim Nickels

Goals:

- Earn revenues greater than last year.
- Offer a fun, safe, quality event for all ages.
- Continue to solicit participation by local businesses.
- Continue to offer higher quality artwork, as achieved in 2008.
- Continue community parade but move it to Friday prior to dinner.

Tactics/Timeline:

- Kick-off meeting held January 2009.
- Complete contracts:
 - o Artist Market, Road Race and Movie contracts completed Feb. 2009.
 - o Radio sponsor and PEM contracts to be completed by mid-March 2009.
 - o Review and finalize event insurance by 05/01/09.
- Improve quality of publicity and advertising.
 - o Develop brochure with artist names/locations, as we did last year.
 - o Appoint specific person to be in charge of print/online PR.
 - o Post street banners on light posts and within square.
 - o Except for 2009 t-shirts, try to sell through leftover premium items.
 - o Continue mailer to residents.
- Encourage participation by and benefits to local businesses.
 - o Offer other promotional opportunities – food tastings, publicity booth, etc. (?)
- Increase revenues:
 - o Actively solicit memberships and donations at community dinner.
 - o Reserve up to 15 neighborhood sponsorships and negotiate slightly higher major sponsor revenue from DaveFM. Also require subsidy if DaveFM acquires water sponsor.
 - o Implement tighter alcoholic beverage cash controls / possible cup inventory program to improve revenues from beer sales.
 - o Expand after-party to garner more beer sales.
 - o “Monetize” Kidsfest this year.
 - o Increased cost of artist market corner booths by \$25 per.
 - o Consider holding Special Event in library lot to raise incremental money.

B. VHCA Memberships

Primary Contact: Shawna Mahony

Goals:

- To increase VHCA membership dues to support VHCA treasury
- To build a greater awareness of the VHCA and its role/efforts to neighborhood residents who are not yet involved with the association
- To provide forums for our neighbors to get to know one another and connect at planned, fun, community events.
- To get more people involved in VHCA activities, meetings, and fundraising.

Tactics/Timeline:

- ❑ Solicit membership dues in summer issue of Voice.
- ❑ Solicit VHCA memberships at entrance to Summerfest Dinner/Movie and during other Summerfest events.
- ❑ Develop and organize Membership Committee to create a variety of VHCA community events to further build the VHCA membership base and actively engage the community
- ❑ Work toward greater connection between VHCA Membership benefits and the neighborhood business community, such as obtaining discount agreements with local merchants that are available to card-holding VHCA members.
- ❑ Recognize contributors by publishing VHCA members online and in Voice.
- ❑ Consider implementing new neighbor “welcome packets” to drive awareness & membership.

C. New Park Fundraising Committee

Primary Contacts: Paul Burks and Pamela Papner

Goals: Develop plan for fundraising activities to be held in 2009, and apply for appropriate grants so that incremental funds can be raised to pay down principal of loan and re-amortize.

D. VHCA Home Tour

Primary Contacts: Rob Glancy, Allie Coker, Charlie Lefort

Goals:

- ❑ Continue to develop the 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.
- ❑ Be cognizant of issues regarding infill housing during the home selection process and showcase the importance of the historic character of Va-Hi via the homes selected.
- ❑ Work toward more tie-ins with the local Virginia-Highland Business Community.

Tactics/Timeline:

- ❑ 4/01/09 – 2009 Tour Director and Steering Committee in Place
 - ❑ 5/01/09 – All committee chairs in place
 - ❑ 6/15/09 – All Homes Selected for Tour
 - ❑ 8/01/09 – All Restaurants Selected for Tour
 - ❑ 10/1/09 – Sponsorship Deadline
 - ❑ 12/12/09 & 12/13/09 – 2009 Virginia Highland Tour of Homes
 - ❑ 12/13/09 – Tour Of Homes After Party
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IV. Communications Committee

A. Community Newsletter (“The Voice”)

Primary Contact: John Becker, Editor and Pamela Papner, Board Liaison

Goals:

- ❑ Promote 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 in Jan. 2009.
 - New Business Manager (Nita Luce) secured for 2009.
- ❑ Complete publication schedule for the year and stick to it.
 - First issue was published week of Home Tour.
 - 2009 editorial calendar/schedule completed by John Becker (**see Appendix A**).
- ❑ “Dig into” accuracy of mailing address list and improve it prior to Summerfest issue.
- ❑ Continue quality articles and community participation.
 - John Becker, Editor, will remain focused on this goal and will continue to circulate new ideas for the newsletter.
 - Preeti Ayyangar has improved design and will continue to use “seasonal motifs” and more white space to promote readability.
 - Contributions from community will be solicited via community emails and mentioned at VHCA meetings.
- ❑ Increase advertising revenues.
 - Ad sizes and pricing was revised in February 2009.
 - Business Manager was incented to garner more ad revenue and improve collection of advertising receivables.

B. Community Emails/Other Communications:

Primary Contact: Doris Betz

Goal: 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.

C. VHCA Website:

Primary Contact: Joe Krebs

Goal: Continue to maintain a website with updated content and automated support for newsletter subscriptions to keep the community informed of activities and initiatives of the VHCA.

V. Safety 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:

- Continue neighborhood watch program.
 - Continue to recruit Street Captains
 - Continue to involve neighborhood churches, schools, businesses and other organizations in the neighborhood watch program.
 - Hold a meeting of Street Captains, along with Zone 6, to discuss problems and successes of the program as it stands now
 - Work with the APD Crime Prevention Unit to help establish a city-wide organization of Public Safety neighborhood chairs for useful communications and info sharing.
 - Continue to work with Zone 6 police personnel to build on our good working relationship with our shared goal of a safer neighborhood.
Continue the good working relationship with the civic association's sponsored off-duty police patrol and encourage the use of the cell phones by neighborhood residents provided to the patrol
Continue to explore ways for greater communication and cooperation between the Safety Team initiative and the private FBAC off-duty police patrol.
- Pursue Additional Safety Initiatives
 - Create a Traffic/Transportation & Sidewalk Sub-Committee
 - Begin a program to erase graffiti in conjunction with Keep Atlanta Beautiful. Charlie Lefort will be chairing with John Wolfinger.
 - 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.
Hold a National Night-Out event in August with Eleanor Barrineau chairing.
- Continue Sidewalk Repair Program (**when/if funds become later available**)
 - Hold sidewalk reimbursement budget to same level as last year.
 - Keep reminding neighborhood residents of the program via the Safety Team Report, the community newsletter, the VOICE newspaper, and via the neighborhood yahoo message board.

Appendix A: 2008-2009 Voice Calendar

Spring 2009 Issue

Determine content for current issue, notify contributors: **Jan. 5**
Contributor deadline (getting copy to John): **Jan. 28**
Final drafts of edited copy to Preeti: **Jan. 30**
Advertising deadline (copy and art to Preeti): **Jan. 30**
Initial draft of newsletter from Preeti for review: **Feb. 6**
Approved draft of newsletter goes to printer: **Feb. 9**
Receive newsletter proof from printer for review: **Feb. 13**
Return corrected/approved proof to printer: **Feb. 15**
Printed newsletters go to mailing house: **Feb. 19**
Publication date (in-home receipt): **March 4**

Summer 2009 Issue – *Assumes Summerfest is weekend of June 5-7*

Determine content for current issue, notify contributors: **March 27**
Contributor deadline (getting copy to John): **April 20**
Final drafts of edited copy to Preeti: **April 23**
Advertising deadline (copy and art to Preeti): **April 23**
Initial draft of newsletter from Preeti for review: **April 28**
Approved draft of newsletter goes to printer: **May 1**
Receive newsletter proof from printer for review: **May 6**
Return corrected/approved proof to printer: **May 8**
Printed newsletters go to mailing house: **May 14**
Publication date (in-home receipt): **May 28**

Fall 2009 Issue – *Assumes VHCA Annual Meeting is Monday Sept. 7*

Determine content for current issue, notify contributors: **June 19**
Contributor deadline (getting copy to John): **July 11**
Final drafts of edited copy to Preeti: **July 15**
Advertising deadline (copy and art to Preeti): **July 15**
Initial draft of newsletter from Preeti for review: **July 21**
Approved draft of newsletter goes to printer: **July 24**
Receive newsletter proof from printer for review: **July 30**
Return corrected/approved proof to printer: **Aug. 3**
Printed newsletters go to mailing house: **Aug. 7**
Publication date (in-home receipt): **Aug. 24**

Winter 2009 Issue – *Assumes Home Tour is weekend of Dec. 5-6*

Determine content for current issue, notify contributors: **Sept. 28**
Contributor deadline (getting copy to John): **Oct. 20**
Final drafts of edited copy to Preeti: **Oct. 23**
Advertising deadline (copy and art to Preeti): **Oct. 23**
Initial draft of newsletter from Preeti for review: **Oct. 29**
Approved draft of newsletter goes to printer: **Nov. 2**
Receive newsletter proof from printer for review: **Nov. 5**
Return corrected/approved proof to printer: **Nov. 9**
Printed newsletters go to mailing house: **Nov. 13**
Publication date (in-home receipt): **Nov. 27**