

Virginia-Highland Civic Association
2010 Strategic Plan
November 4, 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**
- II. Parks Committee**
- III. Fundraising Committee**
- IV. Communications Committee**
- V. Safety and Sidewalks Committee**

I. Planning Committee

A. Neighborhood Planning

Primary Contact: Frazier Dworet

Goal: Oversight of the “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 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. “New” Major Va-Hi Developments (for ex: Hilan Theater, The Mix, legal issues)

Primary Contact: Aly Higgins

Goals:

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

C. Atlanta Major Developments (for ex. Beltline & Connect Atlanta)

Primary Contact: Frazier Dworet

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.

D. Residential Preservation Committee

Primary Contacts: Aly Higgins, Lola Carlisle and Doris Betz

Goal: A grassroots initiative. This group is researching and pursuing options for Historic District zoning for parts or all of Va-Highland, assuming such change is reflective of the desires of the impacted residents.

Their mission for 2009 is to complete a survey to be sent to all Va-Hi residents, then draft an action plan after results have been reported.

II. Parks Committee

A. John Howell Park, Orme Park and Va-Highland Island

Primary Contact: Rob Glancy

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

Tactics/Timeline:

- ❑ Complete design/renovation of island area as part of Streetscape II
- ❑ Continue to be advocate for our community parks and the island at Virginia & N. Highland. Organize and implement appropriate incremental flower beds, doggie bags, dispensers, clean-up days, etc., if there is budget – ongoing.
- ❑ Investigate whether we can build steps / terrace at side of volleyball court (near Arcadia) – by Sept. '10

B. Orme Park Phase I Plan for Improvements

Primary Contact: Virginia-Highland Conservation League, Inc. and Pamela Papner

Goal: Execute the Phase One (Part A) Improvements to Orme Park, per the Master Plan approved at NPU-F in late 2007.

Tactics/Timeline:

- ❑ Complete the design work and obtain stream buffer variance by Feb. 2010
- ❑ Obtain competitive bids by Feb. 2010 for hard scape, etc.
- ❑ Begin construction at appropriate time.

C. New Highland Park:

Primary Contact: Virginia-Highland Conservation League, Inc. and Paul Burks

Goals:

- ❑ Finalize engineering and landscaping plans, including community input, prior to GLCP deadline of January 2010 (complete upon presentment of plans to GLCP).
 - ❑ Develop estimated costs (by December 2010) for construction in 2011.
 - ❑ Organize community support to keep grass cut/complete general maintenance via contributions by neighbors/work days during 2010.
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III. Fundraising Committee

Primary Contacts: Pamela Papner, Charlie Lefort, Holly Kilgore, Anne Woodward, Allie Coker

A. 2010 Summerfest

Primary Contacts: Pamela Papner, Charlie Lefort and Ann Guy

- ❑ Board members interested in contributing to 2010 Summerfest: Cherry Frederick, Aly Higgins, Anne Woodward, Allie Coker, Karen Page

Goals:

- ❑ Earn revenues equivalent to or 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
- ❑ Continue community parade but move it to Friday prior to dinner.

Tactics/Timeline:

- ❑ Kick-off meeting to be held no later than January 2010.
- ❑ Complete contracts:
 - Artist Market, Road Race and Movie contracts to be completed by Feb. 2010.
 - Radio sponsor contract already completed.
 - PEM contract to be completed by Feb. 2010.
 - Review and finalize event insurance by 05/01/10.
- ❑ Improve quality of publicity and advertising.
 - Develop brochure with artist names/locations, as we did last year.
 - Appoint specific person to be in charge of print/online PR.
 - Post street banners on light posts and within square.
 - Try to sell through leftover premium items.
 - Continue mailer to residents.
- ❑ Encourage participation by and benefits to local businesses.
 - Offer other promotional opportunities – food tastings, publicity booth, etc. (?)
- ❑ Increase revenues:
 - Obtain the 15 available neighborhood sponsorships.
 - Pay strict attention to cost of beverages and select those that will maximize contribution margin.
 - Actively solicit memberships and donations at community dinner.
 - Implement tighter alcoholic beverage cash controls / possible cup inventory program, if feasible.
 - Continue after-party to drive beverage sales.
 - “Monetize” Kidsfest again this year.
 - Keep cost of artist market booths same as last year.
 - Should we use the park for a flea market this year?

B. VHCA Memberships

Primary Contact: Anne Woodward

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 at all appropriate events and leverage other vehicles such as the Voice, Market Research Survey, etc.
- ❑ Solicit VHCA memberships at entrance to Summerfest Dinner/Movie and during other Summerfest events.
- ❑ 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.
 - Maintain a list of local business discounts on the VHCA Membership page on the website
- ❑ Consider recognizing 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: Virginia-Highland Conservation League, Inc.**

Paul Burks, Anne Woodward and Pamela Papner

Goals:

- Successfully execute Silent Auction at Callanwolde January 22, 2010.
- Develop plan for fundraising activities to be held after January 2010.
- 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, 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:

- ❑ 3/1/10 – 2010 Tour Director and Steering Committee in Place
 - ❑ 4/1/10 – All committee chairs in place
 - ❑ 5/15/10 – All Homes Selected for Tour
 - ❑ 7/1/10 – All Restaurants Selected for Tour
 - ❑ 9/1/10 – Sponsorship Deadline
 - ❑ 12/11/10 & 12/12/10 – 2009 Virginia Highland Tour of Homes
 - ❑ 12/12/10 – 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:

- ❑ Complete publication schedule for the year and stick to it.
 - First issue will be published to arrive at least week in advance of Home Tour.
 - 2010 editorial calendar/schedule completed by John Becker and attached.
- ❑ “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: TBD

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.
 - Continue to work towards a crime mapping program for VaHi in conjunction with adjoining neighborhoods. This work has started with David Rein from VaHi, and also working with Todd Fantz from Poncey Highland.
 - 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 – work has begun with Midtown and Ormewood Park.
 - Continue to work with Zone 6 police personnel to build on our good working relationship with our shared goal of a safer neighborhood.
 - Re-organize the community's private police patrol by partnering with FBAC.
- Pursue Additional Safety Initiatives
 - Try to find someone to spearhead a program to erase graffiti in conjunction with Keep Atlanta Beautiful.
 - Begin program to encourage homeowners to display visible street numbers; continue to remind people via Safety Team Reports.
 - Liaise with neighboring public safety organizations to discuss ways to resolve common problems.
 - Communicate regularly with community via Safety E-Newslettter
 - Encourage and participate in parks and other neighborhood clean-up. Hold a National Night-Out event in August with Eleanor Barrineau chairing (date may change based on decision from National organization).
 - Continue to work with Warren Bruno and David Burleson to revive the Virginia Highland Business Association to bring these folks into the total Safety Team initiative. These folks represent an integral part of the total neighborhood fabric and made to feel part of the neighborhood goals.
 - Continue to promote the usage of the package delivery offer by Intown Hardware and City-Storage to keep fewer/or no door step packages available for theft.

Traffic/Transportation & Sidewalk Sub-Committee

Primary Contact: Kathryn King-Metters

- Sidewalk Repair Program
 - Re-launch the VHCA neighborhood sidewalk repair program. Develop a plan to identify sidewalks in need of repair and incent select home owners to complete such repair.
- Traffic & Transportation
 - Serve as primary person “on point” to receive traffic/transportation issues and liaise with city officials to resolve.