

DRAFT Minutes
Neighborhood Advisory Commission
August 2, 2023



Draft minutes of the Neighborhood Advisory Commission (NAC) Retreat Meeting held on Wednesday, August 2, 2023, hybrid meeting with in-person attendance option along with virtual component option via Microsoft Teams platform

(MEMBERS) Present: Brandon Abrahams, Hannah Moulton Belec, Lane Carraway, Martha Carter, Jana Lynn Granillo, Gabe Hagen, John Kozel, Kriste Melcher, Stacy Novis, Nancy Puffer, Joel Stern, Duane Washkowiak

(MEMBERS) Absent: Annette Fields, Suri Wall, Nicholas Weller

City Staff: Elizabeth Thomas, Neighborhood Services Specialist; Shauna Warner Neighborhood Services Specialist

Agenda Item 1 - Call to Order

The meeting was called to order at 4:20 p.m. by Chair Stern

Agenda Item 2 - Public Comment

There was none.

Agenda Item 3 - Review and approval of meeting minutes: August 2, 2023 NAC Meeting

Motion: Commissioner Kozel made a motion to approve the June 7, 2023 minutes as presented.

Second: Commissioner Melcher seconded the motion

Result: Minutes were approved by a unanimous vote of those present, 12 - 0

Commission Member Ayes:

Brandon Abrahams, Hannah Moulton Belec, Lane Carraway, Martha Carter, Jana Lynn Granillo, Gabe Hagen, John Kozel, Kriste Melcher, Stacy Novis, Nancy Puffer, Joel Stern, Duane Washkowiak

Absent: Annette Fields, Suri Wall, Nicholas Weller

Agenda Item 4 - Team Building Exercise

Commissioners were divided into groups of three and each team worked collaboratively to identify responses to the provided prompts:

- If Tempe was a Song, it would be.....
- If Tempe was a Car, it would be....
- If Tempe was a Movie, it would be...
- If Tempe was a Celebrity, it would be...

Chairs Stern and Hagen encouraged group conversations, collaboration and creativity. Each group in turn shared their responses for each prompt and touched upon the reasoning for their selections. All responses are noted in the following chart with those deemed by the Commission to be the most fitting for Tempe bolded in blue.

	Group 1: Duane, Lane and Martha	Group 2: Hannah, Joel and Kriste	Group 3: Gabe, John and Stacey	Group 4: Brandon, Jana Lynn and Nancy
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Song	Oasis in the Valley "Celebration"	We are Young	Bohemian Rhapsody	Walt Richardson Mill Ave.
Car	Rolls Royce	1980's Land Cruiser	Ford Maverick	Affordable electric car
Movie	Jerry Maguire	A Star is Born	The Breakfast Club	Neighbors
Celebrity	Lady Gaga	Matthew McConaughey	Dolly Parton	Bob Ross

Commission member shares highlighting their group picks included:

- ❖ Rolls Royce is a classic, one of a kind like our town
- ❖ Bohemian Rhapsody and The Breakfast Club are nods to Tempe being inclusive and having a little bit of everything and everybody
- ❖ Dolly Parton because everyone loves her
- ❖ Lady Gaga is creative, inclusive, versatile creating many different looks, sounds and moods plus makes killer meatballs
- ❖ Bob Ross loved trees and made something complex simple and accessible to all
- ❖ A Star is Born (1976 film and box office triumph with Barbara Streisand and Kris Kristofferson) featured staged concert sequences filmed here in Tempe at ASU's Sun Devil Stadium. Tempe and Valley residents were encouraged to participate as concert goers. Tickets to the iconic "concert" were only \$3.50 and estimated attendance ranged from 45,000 to as many as 70,000 for what was the largest concert held in the state at the time.
- ❖ The film Neighbors because it resonates, is perfect and new residents and some accompanying loud parties are anticipated later this month!

Agenda Item 5 - Discussion and finalization of Neighborhood Workshops

Chair Stern and Vice Chair Hagen emphasized their desire to build on the community connections work already being accomplished through the Neighborhood Advisory Commission. NAC members helped to plan, host and execute the reimagined Neighborhood Celebration events each of the last two years. The success, variety and attendance at these reimagined events was emphasized. Both Chairs communicated their desire to expand upon the connections being made and to continue building on the momentum - in between these annual events.

As NAC has several newer members who were not part of the past years events, staff provided additional background. The annual gatherings go back many years and were formerly known as State of the Neighborhoods events. They were inside (most recently at Tempe History Museum/Library Complex Site) opening with a Mayoral State of the Neighborhoods address, then the neighborhood awards presentations, immediately followed by three to four different, topical workshop offerings for participants to choose from. The reimagined Neighborhood Celebration events are intentionally all outdoors, informal, awards focused and inclusive of small business vendors, non-profits and city informational tables. This reimagined event is not the appropriate setting for workshops, topical speakers or panels.

Commissioners engaged in robust discussion about best timing to attract more of a cross section of community members to the traditional workshop session, particularly active adults. Ultimately, there was agreement that a Tuesday or Wednesday in person opportunity is preferred with a 5:30 or 6 p.m. start time and abundant advance notice (4 weeks or more if possible) for outreach purposes. Staff agreed to follow up and provide members potential dates, timeframes and locations for consideration for this hoped for Fall 2023 Community Building workshop described in the meeting packet memo. As noted, the Arts Activity Workshop/tying into Arts in the Parks events requires Arts staff approval and a strong and appropriate fit with their other offerings. This type of session is not anticipated to be able to be considered until 2024 as their Fall 2023 programming is already in place.

Agenda Item 6 - Progress on 2023 Commission Goals and Priorities

Members briefly reviewed and discussed progress of the 2023 Commission Goals and Priorities which extend through December 2023. Commissioner Moulton Belec shared the direct outreach some members made via phone or email to some neighborhood contacts who had never applied for (or not in years) for a Maryanne Corder Neighborhood Grant. She knew of at least one HOA who then successfully applied. This targeted effort helps to amplify multiple other outreach methods the city uses to build awareness. Neighborhood grants are neighborhood initiated and encouragement of new applicants requires varied and repeated exposures to this information over time.

Some members noted that although worthwhile, the goals were too broad and sweeping making measurements of their success unclear. The importance of information sharing and communication through social media channels was stated. Currently, members can:

- ⇒ forward information through their own individual social media and email channels
- ⇒ utilize their email distribution list (located on their Hub site)
- ⇒ share ideas for desired content, stories or messaging on priority topics they request City of Tempe's communication team to prioritize (calendar on Hub site initially created by former NAC member Harris specifically for this purpose)
- ⇒ Chairs can and have prepared designated messaging from NAC which Neighborhoods staff can forward out through the Neighborhoods email list serve on their behalf

Chair Stern and Vice Chair Hagen inquired if possible for NAC to create and manage their own content and establish their own NAC Social site (on Facebook, Reddit or other platform) providing members a shared pipeline for priority topics and outreach efforts? Members Abrahams and Moulton Belec emphasized that establishment and maintenance of such a site requires considerable time, effort and attention adding that if approved a succession plan would also have to be put in place. Staff agreed to follow up with Communications and Marketing Director and others on this ask.

Agenda Item 7 - Discussion and identification of 2024 Commission Goals and Priorities

Chair Stern and Vice Chair Hagen shared their vision for the coming year including creation of a stronger foundation with systems, tools and strategies to enhance council engagement, build neighborhood engagement and increase information sharing. They suggested the formation of two working groups allowing for additional time and focus on planning of Neighborhood Celebration and future workshops.

Working groups would require virtual or in person meetings between regular NAC meetings. Chairs encouraged members to participate, emphasizing that it is not a requirement of NAC membership and not all can do so. Staff added that working groups set up their own meetings, take their own notes and cannot have a quorum. Members expressed their support and willingness to participate.

Motion: Commissioner Washkowiak made a motion to form 2 working groups, one focusing on the Neighborhood Celebration and one on the Neighborhood Workshops.

Second: Commissioner Novis seconded the motion

Result: Motion was approved by a unanimous vote of those present, 12 - 0

Commission Member Ayes:

Brandon Abrahams, Hannah Moulton Belec, Lane Carraway, Martha Carter, Jana Lynn Granillo, Gabe Hagen, John Kozel, Kriste Melcher, Stacy Novis, Nancy Puffer, Joel Stern, Duane Washkowiak

Absent: Annette Fields, Suri Wall, Nicholas Weller

Commissioners then indicated which working group they were interested in.

Neighborhood Celebration:

Joel
Stacy
Nancy
Lane
Brandon
Hannah

Neighborhood Workshops:

Gabe
Martha
Kriste
Duane
Hannah
John

Motion: Commissioner Kozel made a motion to establish the following 3 goals for 2024.

1. Enhanced Council Engagement
2. Build Neighborhood Engagement
 - a. Celebration
 - b. Workshop
3. Increase Information Sharing
 - a. Maryanne Corder Neighborhood Grant Program targeted sharing
 - b. Neighborhood award nominations

Second: Commissioner Granillo seconded the motion

Result: Motion was approved by a unanimous vote of those present, 12 - 0

Commission Member Ayes:

Brandon Abrahams, Hannah Moulton Belec, Lane Carraway, Martha Carter, Jana Lynn Granillo, Gabe Hagen, John Kozel, Kriste Melcher, Stacy Novis, Nancy Puffer, Joel Stern, Duane Washkowiak

Absent: Annette Fields, Suri Wall, Nicholas Weller

There was also discussion and general agreement on what could be measures of success for the 2024 goals:

- A minimum of one visit from the Councilmember assigned to NAC (tbd) to discuss shared priorities and goals and potential to align them
- One visit from at least one other Councilmember or the Mayor
- Pursuing additional tie ins and opportunities to share NAC priorities and timely information (suggestions include: Arts in the Park, Councilmember hosted events, other boards and commissions like Arts and Culture and Sustainability and Resilience, Neighborhood Celebration being featured on a Podcast)*
- More information sharing, topics could include NAC meetings schedule or openings, availability of Maryanne Corder Neighborhood Grants, encouragement to plan or participate in a Getting Arizona Involved In Neighborhoods (G.A.I.N.) event, opening of Neighborhood Award Nominations and encouragement to submit, Neighborhood Celebration Save the Date and reminders leading up to the event and more

*Staff added that a September in person G.A.I.N. Kick Off is being planned (date tbd) and that NAC members are invited to have a table in the Tempe History Museum lobby. Members expressed interest, additional information will be provided as available.

The desire to have a Neighborhood Advisory Commission rack card or brochure created specific to NAC and similar to the Arts and Culture Commission example was also noted.

Agenda Item 8 – Proposed Future Agenda Items – Opportunity for Commission members to raise potential future agenda items. No discussion or legal action will be taken on items requested for future agendas*

Chair Stern reviewed the unscheduled/pending proposed future agenda items, top portion of the meeting handout to ensure members continue to have interest in previously suggested topics. All except for the HRC – Cease Program were confirmed to still be of interest for future meetings when topic is ready/appropriate for scheduling and timing with needed presenters can be arranged. Some broader topics may need some further clarification and direction to ensure attendance of appropriate staff can be coordinated.

Members expressed interest in increased understanding of which subject matter items commission members are asked to share such as a survey being open while continuing to seek out more future agenda items with clear actions that can be taken noted - if members desire to do so - such as commission letter of support.

Agenda Item 9 – Adjournment

Meeting was adjourned at 6:52 p.m.

Prepared by: Elizabeth Thomas

Reviewed by: Shauna Warner