

notes

Jump Start Coalition

7/23/2015

6:00pm – 7:00pm

NLR Community Center – 2700 Willow



Updates

1. Kent Walker has moved his law firm into his building on JFK and they love the new location! Welcome back to Park Hill Kent!!!
2. August 27th from 4:30-8:30pm in the LakeHill Shopping Center will be the first Patio Party in Park Hill with food trucks, craft beer, and vendors! Currently scheduled to attend are: The Beast, Southern Gourmasian, The Pie Hole, and Waffle Wagon. PHBMA is working to secure a band. Vendors are welcome and should contact Lindy Lanford from The Bridal Cottage. These events will be held monthly in August, September, and October of 2015 and then April through October in 2016.
3. August 30th from 5-8pm in the Trinity Lutheran parking lot will be the 'Y'all Come Block Party' meant to encourage community in the Park Hill area. Contact Margaret Waters (margaret72120@gmail.com) for details.
4. Levy is planning a National Night Out event. If you are interested in volunteering, having a booth, or donating money or items, please contact Jennifer Johansen (JJohansen@nlr.ar.gov).
- 5.

What's coming up?

1. Neighbors United for Levy meeting – Monday, August 3rd 6:30-7:30 North Heights Community Center
2. Park Hill Neighborhood Association – Tuesday, August 4th 6:00-7:00 Idlewild Park Clubhouse
3. Park Hill Business and Merchants Association – 3rd Tuesday 12:00-1:00pm Ira's Grill
4. Next Coalition meeting – Thursday, August 27th 6:00-7:00 NLR Community Center

Strategic Planning

The group discussed and made edits to the draft goal list. Below are the final four goals that will direct the work of the Coalition over the next 6 months.

4 Major Goals

1. Increase the diversity of Coalition membership and participation
2. Improve the infrastructure and attractiveness of Park Hill and Levy
3. Obtain funding for small and large implementation projects
4. Attract investment to Park Hill and Levy

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Goal 3 notes: In August, Metroplan is asking for their Board to set aside \$3 million for Park Hill and \$2,068,000 for Levy implementation projects. However, Metroplan is waiting to see how the City handles the Park Hill Elementary site before signing the design contract for PH.

The Coalition would like to see the Metroplan RFP for the design work to understand the scope of the projects.

The City will be expected to match 20% of the project, over 3 phases.

Goal 4 notes: We need “traffic generators”, businesses that draw people. One member thinks we need to spend money wisely and wait until the major improvements are done before making smaller improvements. PHNA has public art money, and Metroplan said they are able to include preparing the space for the art while the implementation construction is being done. We can use the implementation funding to prepare the major intersections for the 4 park connector trail as well, as long as that trail is included in the City’s Bike Plan. We can also think about linking the Levy trail to the River trail or linking the 4 park trail to the trail that heads into Lakewood. We need to think long term and leverage the implementation money to help us accomplish projects that are important to us.

Goals + Objectives

1. Increase the diversity of Coalition membership and participation
 - Obj – Identify and invite additional stakeholders to Coalition meetings

2. Improve the infrastructure and attractiveness of Park Hill and Levy
 - Obj – Create ad hoc Levy and Park Hill committees
 - Obj – Perform sidewalk/trash/signage/landscaping/walkability inventories and create priority lists
 - Obj – Begin planning for JFK Blvd / Camp Robinson street improvements
 - Obj – Plan cross organizational projects and events
 - Obj – Promote and support beautification projects
 - Obj – Partner with NLRPD/NLRFD/Code Enforcement to brainstorm ways to improve community safety
 - Notes: Housing idea?

3. Obtain funding for small and large implementation projects
 - Obj – Identify and prioritize small and large implementation projects
 - Obj – Assist with grant writing for street improvement funding from Metroplan
 - Notes: Environmental idea?

4. Attract investment to Park Hill and Levy
 - Obj – Create and utilize a developer packet to attract new mixed use development
 - Obj – Create and utilize a business packet to attract new businesses
 - Obj – Create promotional videos to attract commercial and residential

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investment

Obj – Partner with lending institutions to create financing tools to attract commercial and residential investment

Notes: Developer day?

Recruit restaurants to expand into PH and Levy

Other ideas that came in through email are below. Do these belong somewhere in our strategic plan or they activities that we need to find another way of achieving?

- Right of way mowing along highway
- List of available properties with specs, prices, and property contact info
- An attractive entrance to Levy
- Encourage walking and biking (Levy Trail)
- Pretty streets (more trees), safe from auto traffic
- Family friendly events that draw together Levy's three main ethnic groups; farmers market; quarterly "fiesta"; food trucks on a week other than Park Hill event
- A place to hold those events (North Heights Elementary School will soon be vacant)

Tasks

1. What are the tasks you could see yourself or your organization working on?
Which goal would you put that task under?
2. Feedback on the current objectives? Keep? Discard? Edit?