

FIRST QUARTER REPORT 2002

- Begin the implementation of the Marketing Plan and Committee for CONA.

A group of five students from the Indiana University School of Journalism worked this semester on a Public Relations Plan for CONA. This project was presented to their class on April 24 and I was in attendance.

I had given them copies of our Strategic Plan Update, Membership Plan, newsletters, news articles, brochures, etc. From this information, they put together a packet of information that they believe will improve CONA's visibility. Most of the suggestions coincided with our anticipated action plans of our Update; that was validating to our own process and potential ideas.

The logo that was designed was not satisfactory and I asked them to do some revisions. I have communicated to the instructor that I have not yet received this alteration. I am also waiting for the computer disk with the designed material: logo, newsletter template, brochure (for new members), and a Power Point presentation.

Phil Worthington and the Program Manager attended the initial meeting with one member of the committee. This person served as the liaison to the committee for much of the project. I met with the entire group three times during the semester and always on short notice. I saw no products until the last week.

How to use this material will now be tackled. The Marketing Committee now is made up of Phil Worthington and me but at least two more will be added (or the Executive Committee will act in this capacity).

I know that pins will be made with the CONA logo on it. These will be worn at all functions attended by CONA members (meetings, Farmers Market, Blooming Neighborhoods, 4th of July festivities, etc.) A brochure will be printed, specifically for new member association recruitment, the newsletter template will be considered for use, the Power Point will be used in ways to be determined, but certainly for information and for possible solicitation.

- Development of a Membership Development Committee and implementation of the Membership Plan

The Membership Development Committee has the following members: Dave Walter, Jan Bulla-Baker, Terri Inskip (when Waterman is official), and the Program Manager.

In the Membership Plan, the following goals have been addressed:

GOAL 1:

1. Consult the neighborhood development person in HAND and compare/update information regarding city neighborhood contacts.

Vickie Provine and I are constantly checking and double checking contact names and addresses.

2. Contact county officials regarding neighborhoods with and without associations within the County.

Program manager met with Iris Kiesling, County Commissioner, Bob Cowell, County Planner, and two other members of the County Planning Department. They are very interested in developing neighborhoods and neighborhood associations in the county in conjunction with the planning they are now doing with Harrodsburg and Ellettsville. They have agreed to furnish me with some contact names so I can begin some communication. They will also have some meetings in late May and June that I might have access to in order to share information.

GOAL 3: to help potential associations with goal of neighborhood association membership in CONA

The Waterman neighborhood while being guided by HAND has also been involved with CONA help. We served as a fiscal agent in their bridge project, have invited a representative of that neighborhood to CONA meetings, stayed in communication with them throughout the process of becoming an association. Dave Walter attended their meeting of organization that resulted in by-laws and officers. They will be joining CONA with Terri Inskip serving as their representative and she will be working with the Membership Development Committee.

GOAL 4: to recognize and sustain memberships of all associations once obtained.

We have accommodated the renewal of dues policy to allow members to renew in month they initially joined. We remind them when their dues are coming up for renewal.

We are recording the names of neighborhood associations present at monthly CONA meetings FIRST followed by the name of the person representing the association at that meeting. Guests are listed separately.

We do not have members of our association listed on our official stationery yet as we have been waiting for the logo to be determined.

GOAL 5: to incorporate the membership plan into the on-going program of CONA

We have the nucleus of a membership committee and the vice president has been designated in the by-laws as the officer responsible for membership development activities

GOAL 7: to ensure By-laws are in alignment with details of this plan. This has been done.

- Update by-laws so they properly reflect the updated policies and procedures adopted by the Board of Directors.

The by-laws were formally revised and adopted by the Board at their April meeting.

- Distribute the Strategic Plan Update to CONA members.

The Strategic Plan Update was divided between the November 2001 newsletter and the January 2002 newsletter. In addition, Board members received copies of the plan as adopted. It has also been placed on our website.

- Organize and implement the IN-KIND program for CONA and neighborhood association work.

A form was developed for this report of hours. This was made available to all neighborhood associations for use. They could report these hours to the Program Manager via mail, email, fax, phone – anyway that was convenient for them.

An Access program was set up on which to record these hours. The goal is to report these at the Blooming Neighborhoods Day celebration so the first report will only contain 4 months of hours reported. Certificates will be given on May 11, Blooming Neighborhoods Day. Hopefully, more neighborhoods will report beginning NOW for next year.

- Develop framework for the dissemination of information gathered by action teams.

The group most logically needing this information would be the Advocacy Committee. Summaries of this information will be presented to the Advocacy Committee on a monthly basis for consideration of what, if anything needs to be done with the information.

The Program Manager alerts neighborhoods when information deems it important or the reporter indicates the importance of sharing information right away.

- Begin implementation of Action Steps outlined in Strategic Plan Update.

ADVOCACY

The Advocacy Committee has been determined by the president to consist of the Executive Committee plus the Chairs of Planning and Off-Campus Issues.

The Advocacy Committee developed positions on the GPP, proposed amendments, and made presentations regarding CONA positions.

The Advocacy Committee (and the Board of Directors) developed a position on LANDLORD RESPONSIBILITY and actively promoted the idea to all concerned. At the same time, CONA sought to involve other affected groups such as Indiana University, and Monroe County Apartment Owners Association.

CONA has a form where neighborhood concerns can be written out for the consideration of the Advocacy Committee. We had not had a plethora of concerns coming in at present that are not being dealt with in some way.

OPERATIONS AND FINANCE

A system has been developed for recording IN-KIND hours. We will acknowledge those contributions.

PROMOTING PUBLIC IMAGE

The Update has been sent to member associations. A notice has been sent to the paper regarding the Update. They have yet to print the information given. The same is true for a column access. The request has been made but no reply thus far.

Program manager has applied for some involvement with Farmers Market. I have had received any verification of availability.

We have received approval for a proposal submitted by Lucy Schaich (Prospect Hill) that will use money from our SIG Grant. This proposal will allow neighborhood presence in the parade with a float and a parade of neighborhoods.

MEMBERSHIP DEVELOPMENT

We have adopted a membership plan and our by-laws are in line with everything else.

ON-GOING ACTIVITIES:

- We continue to publish a quarterly newsletter.
- We continue to look for partnering opportunities
 - Program manager met with Georgia Schaich, RSVP, about possible involvement with a grant
 - Program manager met with Phil Stafford about possibilities of a HUD - funded grant
 - 4th of July Parade proposal partners with Family and Children
 - SIG grant requirements asked for the distribution of information about important dates to possibilities of underage drinking. Brochure produced that was distributed to all associations, public library, MCCSC

Administration Building, Council Office, and at Farmers Market on Blooming Neighborhoods Day.

- Program manager continues to update website, communicate with both member associations and non-member associations

I will give Doris the hard copy of the PR project to look at. I will bring to the meeting on Friday. Please bring this report with you on Friday so we might discuss it. Also do some hard thinking about the proposal for an executive committee to “replace” the traditional officer designation. That is a big step!!!