

**COMMUNITY OUTREACH
COMMITTEE MEETING
October 19, 2010**

Present: Jack Fei, Mary Davis, Andy Albrecht, Susan Crumb, Eric Donnelly, John Haggemiller, Steve Matysik, Todd Curtis, Lorin Velikonja, Joyce Krech, Angela Giedd, Rebecca Skally
Chair: Susan Crumb Secretary: Todd Curtis

The COC discussed the 2010 Board Retreat process and the resulting recommendation on the elimination of several COC programs without discussion or advocacy. It was noted that the COC is responsible for crime prevention and community events. The COC also oversees the Beautification Committee.

There was also discussion on what the Exec Committee was requesting as part of the work plan. The general consensus was that the COC needed to provide a work plan that incorporated prioritized programs with reduced staff time.

Based on the Board Retreat, potential programs to cut are: Battle of the Bands, Welcome Packets, and Number of Neighborhood Rep Meetings.

Options to fill the work gap –

- Getting an intern from Macalester
- Spread programs out over the Board (HLU, Transportation, etc)
- Hire a new part-time person
- Recruiting neighbors to be on committees
 - Reaching out to Block Leaders is a good place to start
- Must market Outreach, make it easy for people, building communities, must be specific.
- Seeking out college students looking for internships and or credits for community service (Macalester, UST, St. Kate's)
- High School community service, too.
- Hire a temp
- Community Colleges Event Planner certification – St. Paul college.
- Fund raising...let's ask for the money! Find a new revenue source to hire a temp to run our programs.

Do we have sponsors for our events? Battle of the Bands has some awards sponsorship, Groveland Night out Widmers (ice cream) and Groveland Tap (root beer)

Key questions/Event Criteria:

Visible events put on by the committee are extremely important

Can we stop doing something or are we contractually obligated to do it.

We must have a good work plan to bring a cut program forward.

We must have the contracts to determine what is required. Perhaps a review of other district council work plans.

Action items:

1. Determine which programs and what work is required for funding (City, High Winds Fund, UST)
2. Determine who the decision maker for our grants is.
3. Need clarification on what we need to do for the work plan
4. Event Prioritization

Initial Discussion of Events

1. Frost Fest – Don't get a lot of bang for the buck.
2. Teen Battle of the Bands -- keep b/c only thing we do for teens. Can make college students to do it. Volunteer could do more. Clear volunteer with Stevie. A good solution. Helps with family area.
3. Groveland Night Out – keep doing it. Lots of neighbors, parks and rec
4. National Night Out – keep doing it.
5. Welcome packets – just drop. Retailers do it.
6. Neighbor Rep Meetings – reduce to two from four meetings. Lots of work, but poorly attended.

November meeting will get the work plan done. Look at each event pros, cons, and process improvements.

Summary of meeting: Lots of discussion around the Retreat Process. Some thought more of the burden fell on the COC than on other committees. The Chair is going to review requirements with the Exec Committee. Much work is needed on the work plan, with November's meeting devoted to event prioritization, event optimization, and work plan development.