



# Wiles Hill-Highland Park Neighborhood Association

## Committee Plans

2009-2010

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## Summary

In April 2009, the Wiles Hill-Highland Park Neighborhood Association Board of Directors directed standing and adhoc committees to develop committee plans to submit to the Board of Directors for presentation to the general membership.

In its request, the Board instructed Committee chairs to include the following details in their planning:

1. Goals
2. Programs/Activities
3. Budget to conduct programs/activities

Outlined in this packet are draft plans for the following committees:

### Standing Committees

- Membership, chaired by Carroll Wilkinson
- Watchdog, chaired by David McKain
- Community Service, chaired by Nadine Kelly
- Communications, chaired by Wes Nugent

### Adhoc Committees

- Beautification, chaired by Kitty Lozier
- Social, chaired by Erinn Casazza

At the time of the Board's charge, a Community Garden Committee had not yet been implemented, and so this document doesn't include a plan for that adhoc committee.

Questions about committee plans should be directed to committee chairs.

Respectfully submitted,

Wes Nugent  
Vice President

# **Membership Committee Draft Plan**

**Committee Chair: Carroll Wilkinson**

**Mission Statement, 2009-2010**  
**Membership Committee**  
**Wiles Hill Highland Park Neighborhood Association**

The Membership Committee aims to build the number of voting members of the association and to annually retain current voting members. As of August 17, 2009, we have 30 active and paid members. We also have one active and paid associate member and several active, yet unpaid members.

Goals for the coming year are:

- Communicate the benefits of membership in the association to all interested neighbors including: a network of resident sharing quality of life and political strength concerns such as safety and security, trash procedures, traffic calming, landscaping of public areas, noise reduction, and anything else for the common good of neighborhood residents.  
Objective: draft and send a fall and spring welcome letter with membership application to all known neighbors who might be interested in future membership or who are currently members and could recruit new members.
- Communicate directly with active unpaid neighbors and urge that they become active paid members.
- Communicate directly with current active and paid members to express appreciation for their current involvement, encourage continuing support for the overall purposes of the neighborhood association, and renewal of membership for the 2010 year.
- Consistently help other association officers to get the message out about the good work the neighborhood association is doing and its potential for the future so that other neighborhood residents will wish to join.

**BUDGET REQUEST**

The chair requests \$50.00 for postage, paper, and envelopes for two (fall and spring) first class mailings to current members and other residents this year.

Fall, 2009

Dear Resident of the Wiles Hill Highland Park Neighborhood,

The Wiles Hill-Highland Park Neighborhood Association hopes you have noticed some positive changes around our neighborhood. They include: near completion of a sidewalk up Falling Run and Protzman, a flower bed next to the bus stop, storm drain markers to limit dumping, and cleaner streets! Association members are working with City Council and each other to provide visible improvements in the way the neighborhood looks and feels to its residents. We are taking pride in our neighborhood and we want to preserve and develop its strengths. But we always welcome others to join us.

This past year, more than thirty neighbors and association members have made a difference for each other and we hope, for you. More projects are planned for the fall and spring during the 2009-2010 year. Association meetings are taking place monthly at the Wiles Hill Community Center and folks are getting to know each other while working to make our neighborhood an even more special place to live.

There's something in the association for you. It may be networking with your neighbors, better understanding of our relationship to City Council, what we can do as a group to get more city support for our neighborhood needs, pedestrian safety, beautification, new friends, or a sense of belonging to something important.

Whatever it is, we invite you to join us. Here are the links our current paid members, to our membership form, and the dates of upcoming meetings.

<http://v1x.wileshill-highlandpark.org/contacts/members.html>

<http://bit.ly/BHDIF>

Third Wednesday of every month, 7:00pm at the Wiles Hill Community Center.

Please come to a monthly meeting and see for yourself what we are doing to make living in Wiles Hill Highland Park a pleasure and a little less of a well kept secret! Contact us here if you'd like further information.

[http://www.wileshill-highlandpark.org/new\\_design/index.html](http://www.wileshill-highlandpark.org/new_design/index.html)

We want you to join us.

Sincerely,

Carroll Wilkinson  
131 Hoffman Avenue  
Membership Chair, WHHP Neighborhood Association

# **Watchdog Committee Draft Plan**

**Committee Chair: David McKain**

## **Wiles Hill – Highland Park Neighborhood Association**

### **Watchdog Committee**

Committee Chair: David McKain

Committee Members: Mike Casazza, Chuck Rosenecker

2010 Planning Document

Mission Statement

The primary mission of the Watchdog Committee is to track activities which could impact the Wiles Hill – Highland Park neighborhood.

Goals

Review agendas and attend as many of the following meetings:

Morgantown City Council (regular and committee of the whole)

Morgantown Planning Commission

Morgantown Traffic Commission

North Central West Virginia Property Owners Association

Follow and maintain awareness of ongoing city/county/state issues through ongoing review of media outlets such as the Dominion Post, WAJR, public radio and State Journal.

Track neighborhood issues through communication with council and board members, and city officials

Communicate with the membership through email and meeting discussion on matters requiring the attention of the association.

Resources Required: None

Performance Metrics: The success metric for this committee will be that the association membership remains aware of and actively involved in all issues that may have adverse or beneficial to the neighborhood.

# **Community Service Committee Draft Plan**

**Committee Chair: Nadine Kelly**

# **Wiles Hill Highland Park Neighborhood Association Community Service Committee**

Mission Statement  
Action Items

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# Mission Statement

- To foster a sense of community within the Wiles Hill Highland Park neighborhoods and the greater Morgantown area. This to be achieved through volunteer activities that assist neighbors at times of difficulty or need and by showing our support and concern for the well-being and happiness of all residents. To create more than a neighborhood, to create a sense of family throughout the Wiles Hill/Highland Park area.

# Action Items to Achieve Goals of Community Service Committee

- To supply volunteer hours for projects within the neighborhood every month. Example: volunteer at the BOPARC Senior Center, work at community garden, help with garbage pickup events, storm drain marking events, volunteer for set up/clean up etc. for events such as Easter Egg Hunt, May Day picnic, and National Night Out event.
- To supply volunteer hours for various activities in the Greater Morgantown area.
- To support our neighbors in times of need by offering to assist in a variety of ways. Example: Mowing lawns, preparing meals, assisting people in getting to events and doctors appointments when needed.

# **Communications Committee Draft Plan**

**Committee Chair: Wesley Nugent**



# Wiles Hill-Highland Park Neighborhood Association

Communications Committee

2009-2010 Draft Plan

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## Building an Effective Neighborhood Communication Network

### Overview:

Effective internal and external communication is a key to the success of our Wiles Hill-Highland Park Neighborhood Association. The Communications Committee underpins other associations committees to ensure members, neighbors, and friends get the correct information, at the right time and in a format that meets their needs and supports the goals and objectives of the organization.

A spirit of community pride exists among permanent residents of our Morgantown neighborhood. Eliciting and sharing these feelings underlies our basic communication efforts. Using communication as an outreach and educational tool, the association will keep our neighborhood informed about city operations, governing laws, as well as processes and procedures to encourage citizen participation in local government. Communicating neighborhood activities and events and developing an online community will strengthen our community offline.

How will we know when the Communications Committee is succeeding? More than when we see our association's work in the media, we'll know we're successful with our communication efforts when neighbors begin interacting and get to know with one another, and those neighbors become friends. As a result our community will gain mutual allies. Some of these allies may become involved with our association, but more importantly, it's a sign the neighborhood is growing together and becoming a tighter-knit community.

### Goals:

The goals of the Wiles Hill-Highland Park Neighborhood Association Communications Committee include:

1. Conducting a coordinated, consistent and constant public information campaign that regularly communicates the good work of the neighborhood association.
2. Providing current information about local activities, events, emergencies, and issues to monitor.
3. Managing the neighborhood association's communications assets, including the Website, brochures, fact sheets, media releases, and other marketing and media resources.
4. Assisting permanent and temporary residents and others in understanding local laws, processes and procedures, and how to be most effective in pursuing their needs and interests.

5. Planning and conducting periodic neighborhood surveys to evaluate the effectiveness and image of the neighborhood association, research public opinion, and help clarify and prioritize issues.

## **Key Themes & Messages:**

A communication strategy that integrates themes is more effective than a shotgun strategy of scattered and unrelated messages. Key themes will be communicated frequently in a variety of ways, using simple, repetitive messages. Messages gain power from consistency and repetition.

Diverse communication tools will be used to deliver the following key messages:

1. Wiles Hill-Highland Park has a strong sense of neighborhood, driven by a community of neighbors.
2. Pedestrians, bicyclers, and others promoting safe, alternative transportation are welcomed and respected in Wiles Hill-Highland Park.
3. Residents of Wiles Hill-Highland Park enjoy and treasure beautiful public spaces near their homes.
4. Wiles Hill-Highland Park represents a progressive, open and inclusive community of active citizens.

## **Audiences:**

1. **Primary Targets**
  1. Association members and officers
  2. Wiles Hill-Highland Park property owners, residents, and stakeholders
  3. Neighborhood friends, supporters, and guests
2. **Secondary Targets**
  1. Local, county, and state government officials
  2. News media and social media promoters
  3. Other neighborhood associations and similar civic organizations

## **Strategies:**

Some of the tools we use to communicate our messages and themes include:

- Neighborhood Website and blog
- Social media Websites and tools (Facebook, MySpace, Ning, Twitter, LinkedIn, Flickr, etc.)
- E-mail lists
- eNewsletter
- Brochures, pamphlets, fliers, fact sheets
- Topical publications
- Public service announcements on TV and in the newspaper
- Newspaper and media ad-buys
- Media relations, media guide, media assistance
- News releases, tip sheets, expert/contact database
- Editorials, columns
- Stationery, envelopes, notepads, business cards, etc.
- Signage, banners, posters
- Maps, informational graphics
- PowerPoint, presentations, slide shows
- Promotional products, giveaways

- Special events
- Tours

## Action Plan:

### Marketing & Advertising

Objective	Status
Sell ads in printed and online publications	Conceptual; Not yet proposed
Launch localized online ad campaign pilot	Conceptual; Not yet proposed
Purchase promotional giveaways	Conceptual; Not yet proposed

### External Communications

Objective	Status
Publish new Website	Required; In progress
Publish full color promotional brochure	Required; Published
Publish black and white welcome pamphlet	Required; Published
Publish regular Web-based updates and blogs	Required; Ongoing
Establish media and government relations	Conceptual; Not yet proposed

### Internal Communications

Objective	Status
Communicate member notices	Required; Ongoing
Publish monthly meeting minutes online	Required; Ongoing
Publish quarterly member eNewsletter	Required; Ongoing
Publish a neighborhood directory	Conceptual; Not yet proposed
Publish handbook explaining local laws	Conceptual; Not yet proposed

### Administrative

Objective	Status
Establish committee, goals, budget	Required; Ongoing
Manage Web domains, sites, and tools	Required; Ongoing
Manage internal and external Web mailing lists	Required; Ongoing

Photograph people, places, events	Required; Ongoing
Develop maps and informational graphics	Required; Ongoing
Develop visual image, templates, and toolset	Needed; Not yet started
Develop, distribute and utilize evaluation tools	Needed; Not yet started

### **Needed Resources:**

Modern technologies and services have made communications cheaper, faster, and more effective, but some moderate costs are involved to enable our communications platform. For the budget year 2010-2011, the Communications Committee requests a budget of:

\$84.00 - Web hosting services

\$18.00 - Domain name registration

\$75.00 - Copying and printing services (full color brochure, black and white info pamphlet, signs, etc.)

\$50.00 - Miscellaneous software and services (Web application vendors, postage, online ads, etc.)

\$34.00 - 15% contingency request for other miscellaneous costs (stationary, promotional items, etc.)

Total Budget Request for 2010-2011: \$261.00

### **Assessment:**

Research and evaluation will be periodically conducted to assess successes and areas for improvement.

Measurements may include:

- Responses from residents
- Surveys and focus groups
- Number of e-mail mailing list subscribers, Facebook friends, Twitter followers, etc.
- Blog posts, comment totals
- Web analytics reports and advertising campaign results
- Media coverage
- Communications and service awards

### **Summary:**

This plan represents the ongoing development of a guide for achieving the long- and short-term communication goals of the Wiles Hill-Highland Park Neighborhood Association. Like any plan, it will need adjustment as situations change. The communications plan will be updated periodically based on experiences and strategy changes. The action plan section of this overall guide should be reviewed and reissued annually.

# **Beautification Committee Draft Plan**

**Committee Chair: Kitty Lozier**

Report to the Wiles Hill-Highland Park Neighborhood Association  
from the Beautification Committee Meeting of September 13, 2009

Present: Carroll Wilkinson, Margaret Stout, Catherine Lozier

### BEAUTIFICATION COMMITTEE MISSION

The mission of the Beautification Committee of the Wiles Hill-Highland Park Neighborhood Association is to foster natural beauty in the neighborhood and on the lots of private homes.

### GOALS OF THE COMMITTEE FOR 2009-2010

- 1) Continue to build the perennial plant base in the triangle planter on Protzman/Stewart. ( We will put in some mums this fall which we will maintain next summer. We will put in some bulbs this fall to bloom in the spring. Next spring we will put in more green perennials as well as some grasses and some annual flowers. We will use Marchetta Maupin and Michelle Moore as consultants.)
- 2) Erinn Casazza has suggested that we have workshops to help us with our yards. One possibility for the spring is a tour of Michelle Moore's yard and have her show us what she is growing, where, and why.  
Another suggestion is to have an ongoing pile of compost somewhere that we can all use. Where, is the question.  
  
Another suggestion was to borrow a chipper/shredder for the neighbors to use.
- 3) There is some interest in getting signs marking the entrances to our neighborhood. We will investigate funding by the city, think about location and securing the signs to make them free from vandalism. Another suggestion was to have toppers with our neighborhood name on each of the green street signs.

### BUDGET

Marchetta Maupin says each neighborhood can have \$75 from the city. We need to present receipts to them. Tax is not paid by the city.

The Beautification Committee would also like to ask for a matching \$75 from the Neighborhood Association for this year, 2009-2010, to fund any projects we are planning.

Respectfully submitted,

Catherine Lozier, chair

# **Social Committee Draft Plan**

**Committee Chair: Erinn Casazza**

## **Social Committee**

Goal: Provide at least six enjoyable neighborhood activities for the Wiles Hill-Highland Park Neighborhood Association members and their associates during the calendar year while supporting the Association's Board of Directors as needed.

The following is a sampling of activities that have occurred/are planned/may occur.

- Easter Egg Hunt
- May Day Celebration
- Neighborhood Porch Crawl
- Neighborhood WVU Football Tailgate
- Halloween Party/Bonfire
- Holiday Pot Luck Dinner and Caroling
- Neighborhood Yard Sale
- New Year's Party
- WVU Basketball Game Watch
- Neighborhood "Coffee House" gatherings

The Social Committee is committed to planning/organizing at least six events per year and is open to additional ideas for events from the Association's members. The Social Committee is happy to assist other Committees, such as the Beautification Committee, with their activities.

Thus far, most of our expenses have been incurred by volunteers. We would like to propose a small budget for each calendar year to offset those expenses. Below is a simple sample budget that is up for discussion.

Copies (for event flyers): **\$60**

- estimation: 6 events, 100 fliers each, \$.10/copy at Office Depot = \$60

Miscellaneous costs (projector rental, Coffee House coffee, signage for yard sale, advertisement for yard sale, decorations, prizes for games, etc.): **\$100**

This is a rough idea of what we might want to spend money on. It doesn't mean we would spend \$160/year on social activities, but we would like a small operating budget to assist our planning and implementing efforts.