

**Housing and Third Ward Revitalization Task Force
Minutes
August 21, 2023
6:30 p.m.**

The Housing and Third Ward Revitalization Task Force held virtually on Monday, August 21, 2023 at the Heman Park Community Center. The meeting commenced at 6:34 p.m. and adjourned at 8:31 p.m.

Voting Members Present:

Byron Price – Chair
Linda Peoples-Jones
Patricia McQueen
Ariel Gardner
Christina Dancy
Susan Murray
Mayela Zambrano
Christopher Flood

Voting Members Absent:

Craig Hughes

Staff Present:

Brooke A. Smith, Deputy City Manager/Dir. of Economic Development

Others attending:

Peggy Holly, Chair of the Plan Commission
Charles Gascon, Plan Commissioner
Mary Kennedy, Senior Planner
Representatives from Yard & Co.
Representatives from Collabo

Minutes – March 20, 2023, April 17, 2023

Motioned by Linda Peoples-Jones, second by Christina Dancy and approved by voice vote to approve the minutes from the March 20, 2023 and April 17, 2023 meetings.

Public Comments

Deputy City Manager Smith noted that there were no written comments received. Chair Price asked if any of the attendees wanted to comment. There were none.

Comprehensive Plan Update

Senior Planner Mary Kennedy and the Peggy Holly, Chair of the Plan Commission were present to provide an update on the comprehensive plan. Chair Holly also recognized Plan Commission members Charles Gascon and Patricia McQueen. Mary Kenney presented the updates to the task force. Discussion was had between the task force members and the plan commission members, and the task force members asked questions and provided feedback on the draft recommendations presented by Mary.

Discussion was had on making sure that the Comprehensive Plan and the Housing and Third Ward Revitalization Plan will not be in conflict. It was noted that both consultants are working together to make sure that the plans complement each other.

Kevin Wright with Yard & Company stated that it was perfect timing, noting that the comprehensive plan looks at larger policy issues and is usually followed by a zoning code update and then small area plans, where you take the big visionary items and getting more specific in neighborhoods and wards. He noted that puts this task force first out of the gate with that. He provided examples of how this complements each other. Deputy City Manager Smith reminded the task force that the final plan from the task force would get adopted as an appendix of the comprehensive plan. Peggy Holly noted that there are many issues that multiple boards and commissions care about and what they would like to see come out of the process are conversations on how to solve problems.

Yard & Co.

Representatives with Yard & Company and Collabo were present at this meeting to provide updates on their progress.

Introductions

Ed Sharrer started off with re-introductions as this was the first time representatives from Yard & Co. and Collabo had attended an in person meeting.

Ed explained what he intended to discuss at this meeting. He started with discussing the Final Draft of the Engagement Plan. He thanked the branding sub-committee members and stated that everyone was really happy with the brand that was created and noted that it was adopted by the City Council. He stated that it was the "Forward For the Third Ward" brand and noted that it would offered in a palette of colors. He confirmed that it would be offered in black and gold but that they wanted to offer other colors for surveys and mailers that may go out to residents' homes. He noted that t-shirts would be available as well.

Discussion was had on the Explore phase where there can be engagement with the community. He noted that the timeframe in phase one was going to end the end of September but it was moved by a day or so to attend the U City in Bloom garden tour in the third ward. He said this phase would be used to inform the Summary of Understanding document and break down to Emerging Themes where they would then work with the task force on solutions. He discussed other events for community outreach as well. He noted that they were working on a pop-up kit for the ambassadors and referenced some of the materials brought to the meeting that night. He said there was an entire engagement kit that gets created for the ambassadors to conduct community outreach. Further discussion was had on the various items in the pop-up kit.

Adam Rosa from Collabo discussed the Ambassador program, noting that they've spent the last couple of weeks evaluating candidates. He explained the role of the ambassadors and how they will assist during this process. He turned it over to Patrick Brunner, who introduced the five ambassadors and discussed the importance of having diversity among the ambassadors. He noted that three of the five ambassadors were in the crown, and he identified them. He opened the floor for the ambassadors that were present to speak briefly about themselves. Adam noted that there was a dinner set with the ambassadors to kick

off with getting their ideas about community outreach. Ed Sharrer discussed how the ambassador program benefited a project they worked on in the West End.

Ed Sharrer noted there were maps to review with the task force and other items to talk about tonight. He said that the team drove around the third ward earlier in the day and had the chance to see the neighborhood and get first impressions. He said they would bounce these things off the task force to help them nail down some things and shape conversations moving forward. Kevin Wright also noted that there was a map set up at a back table to review with the task force and have discussions. Ed talked more about their team's experience touring the third ward and listed the items they would like to have an understanding of after this meeting.

Task force members discussed their thoughts on the needs of the third ward with the consultants, essentially determining there has to be balance between improvements and keeping housing affordable.

Next, the task force members and attendees were invited to participate in an interactive exercise that included placing stickers on a map of the third ward.

Ed Sharrer ran through the final slides and discussed next steps.

Kevin Wright went over a few final items, noting that the website ucity3rdward.com is live and is linked to the QR codes on the cards. He noted that the survey was live and that they intended to get stand alone social media sites. He asked everyone to share this information with their neighbors and welcomed everyone to take some of the surveys, QR cards, and other items to share with their neighbors. Ed thanked the survey sub-committee for their help. Linda Peoples asked how many questions were on the survey. Ed answered that there were 7 required questions and a couple of optional ones. He said this was a phase 1 survey to talk about broader issues in the community and use that to inform a second survey in phase 2 to drill down. Kevin referenced the social interactive map and explained that a person can drop pins and comments about different areas and what's needed. He said there is also room for conversation on the comments. He also said the website will grow and house a lot of the information as the consultants move forward.

Task Force Member Comments

Chair Price reminded the task force to make sure they complete the survey as well as their significant others. He suggested they also talk to their neighbors about it.

Next Meeting – September 18, 2023

Adjourn

Motioned by Linda Peoples-Jones, seconded by Mayela Zambrano to adjourn. Carried by voice vote.

Meeting adjourned at 8:31 p.m.