

Lafayette Square Area Coalition Meeting

Date: January 29, 2008

Time: 5:30 PM

Location: Westview Healthplex Sports Club

Meeting called by:	Mary Clark	Type of meeting:	Coalition Meeting
Facilitator:	Mary Clark	Recording Secretary:	Sue Ann Silva

Guest Speakers: Olgen Williams, Deputy Mayor for Neighborhoods

Agenda

Call to Order: Mary Clark

Discussion: The January 29, 2008 meeting of the Coalition was called to order by the Board President, Mary Clark.

Action items: N/A

Person responsible:

Deadline:

President's Report: Mary Clark

Discussion: The general meeting of the Coalition opened with Board President, Mary Clark asking everyone to continue their commitment to the Lafayette Square Area by continuing to support area businesses and residents by shopping in the area and supporting area events and organizations.

The Wal-Mart grand opening was inspirational. In reviewing what has taken place within the community these days, she is reminded of the movie, *Field of Dreams*. "If you build it, they will come" was a line from that movie. People are showing up in great numbers to see what is taking place in the Lafayette Square area.

Wal-Mart's District Manager told Ms. Clark that the January 23rd grand opening of the Lafayette Square area Wal-Mart was the best grand opening in the nation for Wal-Mart. The Subway Restaurant inside the new Wal-Mart, which is owned by State Representative, Jeb Bardon did quite well also. Mr. Bardon stated that it was the best grand opening in sales for a Subway in his experience.

The Goodwill store opened in its new location this morning at 9:00 am. Ms. Clark reported that you could not find a parking space in the parking lot. And, Applebee's, which is right next door to Goodwill, is up 30% in its sales since Wal-Mart opened.

Garden Ridge will celebrate its grand opening on February 28th. Please show your support for them like you did for Wal-Mart. Welcome them to this community.

The Manager of the West 38th Street O'Charley's stated that they decided to close the restaurant down for remodeling on August 15, 2007. They reopened a couple of days later and experienced a wonderful showing of support. There are stories from Michigan to Georgia about how great their grand opening was.

Action items: Attend the grand opening for Garden Ridge.

Person responsible:
Everyone

Deadline:
2/28/08

Pacers:**Mary Clark/Judy Donner**

Discussion: Board President, Mary Clark and Vice-President, Judy Donner reported that they met with Jim Morris. Mr. Morris is the PR Advisor to the Indiana Pacers. The Indiana Pacers are struggling with image issues, the result of a couple of incidents that received negative press, as is the Lafayette Square area. They met with Mr. Morris to say that you don't want this kind of negative activity happening and we certainly don't want it happening in our area. Perhaps the two groups can develop a public relations or outreach plan that would benefit both organizations and create a positive impression for the Lafayette Square area and the Indiana Pacers. The Pacers are very willing to work toward that goal along with LSAC's Marketing and Public Relations Committee.

If anyone is interested in working on the Marketing and Public Relations Committee, please contact Judy Donner after the meeting or via the LSAC website. This is our opportunity to put together a really good public image campaign for this area over the coming months.

Action items: N/A	Person responsible:	Deadline:
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LSAC Website:**Mark Killgo**

Discussion: Board Member, Mark Killgo informed the group that the website is up for the Lafayette Square Area Weed & Seed. There is a link to their website on the Lafayette Square Area Coalition's website. You can check out their website for meeting times and locations. You are welcome to attend any of the meetings.

The local police are doing an exemplary job, using some of the funds that Weed & Seed has been allotted, addressing crime in this area. We have a good crime prevention program and are working together to make it even better.

Action items: N/A	Person responsible:	Deadline:
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Membership Committee:**Brooke Dunn**

Discussion: The Membership Committee met a couple of weeks ago as reported by Brooke Dunn. In the past, membership dues have been billed based on the date each member joined the Coalition and paid their first year's dues. After several discussions, the Membership Committee has decided to invoice all dues at the same time. The annual due date has not yet been confirmed. Dues will be prorated when necessary.

The Membership Committee is working on goals for the committee. They are determining how much the membership should grow and at what rate. They are preparing a budget to present to the Board of Directors for review. They are also working with the Website Committee so they can send out blast emails to membership via the web.

If interested in joining the Membership Committee, please contact her via the LSAC website.

Action items: N/A	Person responsible:	Deadline:
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Wal-Mart:**Mary Clark**

Discussion: The night before its grand opening, Wal-Mart held a V.I.P. Night. They gifted \$87,000 to various groups in the community. LSAC received a check for \$15,000. The check is earmarked for the 2008 *Taste the Difference*, which made the *Indianapolis Business Journal* 2007 Top Ten Eating Events in Indianapolis. And, for the Vision Team, which is helping to grow the Lafayette Square area. If you are interested in either of these efforts, please contact us.

Action items: N/A	Person responsible:	Deadline:
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Taste the Difference: Award
Recipients:

Mary Clark/Judy Donner

Discussion: Plaques were presented in appreciation to those present who participated in the November 2007 *Taste the Difference* event. The event would not have had the impact it did without their hard work and dedication to the project. Cindy Wall recorded the event in words as a “story teller”. Mary Chalmers not only wrote the grant form which we received \$5,000, but dedicated her time and energy in so many ways to produce this great event. Not present to receive their awards were the Ben Davis High School Communication Department and Radio Personality, Rafael Ayala.

Action items: N/A

Person responsible:

Deadline:

Taste the Difference: GINI Imagine
Project Storyteller and Recorder

Mary Chalmers/Val Tate

Discussion: Board Member, Mary Chalmers spoke about how the Coalition not only received money from the GINI Grant, but that GINI was critical in helping the Events Committee to envision how they could make the event better. GINI showed them how to engage the community in more effective ways. The encouragement and assistance was invaluable.

One of the requirements of the GINI Grant was that LSAC hosts three focus groups/meetings to talk about the pictures and the stories that came from the event itself. Val Tate, who is with the Indianapolis Neighborhood Resource Center, is here to give you a bit of background on what engagement means.

Ms. Tate started by reviewing what engagement means and how one knows that it is present. Essentially engagement happens when people are connected together around something that each person cares about and uses the talents and skills that each person has to further the engagement. True engagement starts with coming together, asking questions and getting to know your neighbors. The process of engagement involves listening to others and finding out what they are willing to act on. Then connecting them to those activities that match their willingness to act. It involves listening to a broad range of neighbors in order to successfully engage the community.

You have been identified as leaders in the area and as leaders you are passionate about your community and its cultural diversity. Therefore, you came together at *Taste the Difference* to show other people that you are proud of your community and to engage them in your passion.

Ms. Chalmers passed around photos of the event. A video presentation of the kickoff, taken by Rafael Ayala, was playing in the background while Ms. Chalmers and Ms. Tate spoke to the Coalition.

Coalition members and guests broke into groups to discuss the following questions:

- 1) What do you see here?
- 2) What’s really happening here?
- 3) How does this relate to our lives?
- 4) Why does this engagement exist in our neighborhood?
- 5) How could these images/stories educate the community/policy makers, etc?
- 6) What can we do about engagement for the future?

By breaking into roundtable discussions, the story of *Taste the Difference* and how the event engaged the community was told.

Action items: N/A

Person responsible:

Deadline:

Deputy Mayor of Neighborhoods: Olgen Williams

Discussion: Guest speaker and Deputy Mayor of Neighborhoods, Olgen Williams complimented the Coalition for what they have accomplished and encouraged them to continue the good work they are doing in revitalizing the area. He encouraged them to continue their efforts with the Eagledale Weed & Seed Program.

What you are doing here is a source of empowerment for the whole community. The best things happen when people work together, put aside their own agenda, for the collective good. When that happens, you find great results like you are achieving in this community. I believe in community empowerment. I believe that you know what is best for your community and, when you come together like this, you can make your own destiny. Everyone should have the opportunity to participate in empowering their community and, organizations such as LSAC provide that opportunity.

Keep the excitement alive. Encourage and engage your citizens, businesses and churches to get involve. Engage them and engage your youth to take an interest in their own community. Your excitement is contagious.

Mayor Greg Ballard, the MCPD and I are here to assist the community. You may have ideas and/or goals that we can accomplish together. You may have questions that we can answer. If there is anything that we can do to help you reach you goals for the area, please contact me.

Action items: N/A

Person responsible:

Deadline:

LSAC Upcoming Meeting: Mary Clark

Discussion: The next general meeting of the Lafayette Square Area Coalition is scheduled for Tuesday, February 26, 2008. The meeting will begin promptly at 5:30 pm.

Action items: N/A

Person responsible:

Deadline:

There being no further business the meeting was adjourned at 6:34 PM.