

**NBN6 Meeting Minutes**  
**Monday, November 10, 2008 – 5:30p.m.**  
**Monroe County Parks Building – 171 Reservoir Avenue**

**Present:** Joanne Balliet, Barb Case, David Chappius, Allison Clark, William Gerling, Dave Halter, Amy Happ, Vessy Jivkova, Cindy Knox, Joan Lindberg, Vern Lindberg, Geri Machado, Joe Machado, Colleen McCarthy, Sue O’Neil, Mark Quinn, Roger Ramsay, Allan Richards, Pete Saxe, Tony Sciarabba, Larry Staub, Rebecca Swank, Michael Thompson, Paul Urai, Melanie Warren, Carlene Woodward

**Notes:** Joan Lindberg

**1. Mt. Hope Avenue Task Force – Guest Speaker Melanie Warren.**

Melanie Warren, President of the Mt. Hope Business Association, spoke about the work and success of the Mt. Hope Task Force. The neighborhood, business association, churches, and the university all worked together to come to consensus. The moratorium on building on Mt. Hope between Elmwood and Crittenden will expire in November 2008. The task force used the 6-month moratorium to create a unified vision for the street, not a helter-skelter approach to redevelopment. The task force was formed by SEAC. City Zoning employees were very approachable and helpful. The planning charrette was well attended by neighbors. Building heights and drive through access to businesses were two difficult issues. Gaining consensus was tough but wonderful. The City Planning Commission meets tonight (11/10) to discuss the CV (Collegetown Vision) zoning change for the area. Melanie Warren and Sue O’Neil, both members of the task force, will attend in support of the zoning change. All members of the task force signed the letter of agreement sent to the Planning Commission. Reconstruction of the roadway will begin in the spring of 2010 and should take from 6 to 8 months. College Town will be located right in the center of two other projects, Citygate and Brooks Landing.

**2. Community Sharing**

**Sue O’Neil (Azalea Neighborhood)** announced that she and her husband John were recent graduates of the Citizen’s Police Academy.

As a trustee of the **Friends of Mt. Hope Cemetery**, Sue O’Neil said that although the tourist season at the cemetery is over, work continues on the Friend’s website. ... There was a ribbon cutting to recognize the rehabilitation of the Cemetery Gatehouse (Mt. Hope and Robinson). ... Mt. Hope Cemetery has recently been designated a National Wildlife Habitat that boasts bluebirds, screech owls and native plantings. ... Sue is in charge of replanting an area of the cemetery with native plants that would have been found in 1838, the year the cemetery opened.

**Rebecca Swank**, an Americorp volunteer at the local branch of the library, is conducting a survey regarding literacy in the Sector.

**Joanne Balliet (SEAC)** also graduated from the Citizen’s Police Academy. ... SEAC’s City Night will take place on December 5, 2008. Amy Happ is selling tickets. ... The City’s Housing Program- **Emergency Assistance Repair Program (EARP)** applications are currently under review. SEAC has applied for two of the four City Quadrants - the Southeast (sectors 6, 7 and 8) and the Southwest (in partnership with Montgomery Neighborhood Association and SWAN) – sectors 4 and 5. Once a determination is made- EARP providers will be notified by the City of Rochester. This Emergency money has

provided much needed assistance to our low- to moderate-income residents, increasing the value of their homes. Since 2004, \$339,846 in City grant money has helped to repair 109 houses in SEAC's service area.

**Mark Quinn (Monroe County Parks Department)** said that restoration of the Lamberton Conservatory should be complete in 6 weeks.

**Amy Happ (U of R)** said that her "community sharing" is **Colleen McCarthy**, a new government relations employee at the U of R. Welcome Colleen! ... Amy also said that The Center for Community Health has moved to Prince St. It houses a health literacy library as well as two computers. The computers may be used to connect directly to the librarian at the Medical Center. Amy distributed fliers explaining the work of The Center for Community Health.

**Rose O'Keefe** said that the **Gregory St. Block party** was a great success, with 22 adults and 10 children in attendance. It was so successful that a spring event is already being planned. Vern Lindberg played music for an hour at the event.

**Chris Jones (BASWA)** announced the Swing in the New Year event at the German House. Chris distributed fliers about SITNY.

**Matt Perdue (ESCAPE Committee)** announced a Public Meeting on City Street design on S. Clinton Avenue from Byron to S. Goodman.

**David Chappius (Swillburg)** said that Spooktacular was a great Halloween event. Thanks to those NBN6 folks who volunteered to make it a success. ... The annual Swillburg Holiday Cookie Social will take place at Artisan Church on Tuesday Dec. 9<sup>th</sup> at 7 p.m. All are invited. ... David asked for a show of support for the City of Rochester in writing a grant for Brownfield cleanup on Mt. Hope Ave. and Ford St. The group wholeheartedly approved seeking a grant.

**Roger Ramsey (Highland Park Neighborhood)** said that 50 local children participated in the Halloween parade. Roger distributed The Buzz, a 10-page color newsletter from the Highland Park Neighborhood.

**Joan Lindberg** said that the **Lilac and May Street Neighbors** planted tulip bulbs adjacent to the pedestrian ramp at Highland and Mt. Hope. ... The Lilac Neighbors celebrated a Harvest Supper at St. John's Home on October 19<sup>th</sup>. 40 people enjoyed NYS wine, cider and beer in addition to fabulous recipes made from NYS produce.

**Barb Case** said that the Rockingham East of Gregory Block Club (REOG) will have its first general meeting on December 2, 2008 at the Artisan Church. At that meeting, the new block club will work on by-laws.

**Pete Saxe (Neighborhood Service Center)** reminded folks that we are about to observe the one year anniversary of the tragic fire on Upton Park that took the lives of two college students. Please consider inviting the Rochester Fire Department to neighborhood meetings to discuss fire safety. Look out for the welfare of students in the neighborhoods. ... Lt. Jay Maitland is recovering from surgery and will be on medical leave until February. ... Crime Prevention Officers Steve Edgett and Brad Goater gave a presentation to the Highland Park Neighborhood.

**Carleen Woodward** announced the election of new officers in the Highland Park Neighborhood. Roger Ramsey is the new president and Ruth Danis is the vice-president. The officers plan an outreach to invite new people into the organization, especially in underrepresented parts of the neighborhood.

**William Gerling** (New York State Property Owners Coalition) invited members to sign a

petition against Administrative Warrants.

**Mike Thompson (Highland Park Neighborhood)** said that the neighborhood's 2009 calendars would be on sale in two weeks. The calendars are a copy of the historic exhibit on display at the Mt. Hope Cemetery Gatehouse of the Ellwanger and Barry legacy.

**Commander Jeff Clark** is our new RPD Eastside Commander.

### **3. Measuring NBN6 Goals. – Matt McCarthy, Bureau of Planning.**

#### **Tips for Selecting Quality Indicators**

- ✓ **There must be a well established link between the system (goals) and the response (indicators)**
- ✓ **The indicators must be measurable**
- ✓ **The benchmarks should measure results, not efforts**
- ✓ **An indicator must be understandable and accepted by the community**
- ✓ **Maureen Hart's Indicator Checklist**
  - 1) **Relevant?**
  - 2) **Understandable?**
  - 3) **Accepted Use?**
  - 4) **Long term view?**
  - 5) **Links different areas?**
  - 6) **Reliable information?**
  - 7) **Accessible information?**
  - 8) **Timely information?**
  - 9) **Accurate information?**
  - 10) **Hurt global sustainability?**

Indicators – Sector Six Goals

#### **Goal #1: Public Safety Communication**

- **Public Safety personnel at Sector 6**
  - Link between the goal and the indicator \_\_\_
  - Measurable \_\_\_
  - Measure results, not efforts \_\_\_
  - Understandable and accepted by the community \_\_\_
- **Track all neighborhood meetings**
  - Link between the goal and the indicator \_\_\_
  - Measurable \_\_\_
  - Measure results, not efforts \_\_\_
  - Understandable and accepted by the community \_\_\_
- **Poll for positiveness**
  - Link between the goal and the indicator \_\_\_
  - Measurable \_\_\_
  - Measure results, not efforts \_\_\_
  - Understandable and accepted by the community \_\_\_
- **Appropriate 911 calls**
  - Link between the goal and the indicator \_\_\_
  - Measurable \_\_\_

- Measure results, not efforts \_\_\_\_
  - Understandable and accepted by the community \_\_\_\_
- Get in touch with retired police officers
  - Link between the goal and the indicator \_\_\_\_
  - Measurable \_\_\_\_
  - Measure results, not efforts \_\_\_\_
  - Understandable and accepted by the community \_\_\_\_
- Police Academy and PACTAC; PCIC meetings
  - Link between the goal and the indicator \_\_\_\_
  - Measurable \_\_\_\_
  - Measure results, not efforts \_\_\_\_
  - Understandable and accepted by the community \_\_\_\_

**Goal #2: Increase Commercial Activity**

- Work with business associates to determine
  - Link between the goal and the indicator \_\_\_\_
  - Measurable \_\_\_\_
  - Measure results, not efforts \_\_\_\_
  - Understandable and accepted by the community \_\_\_\_
- Customer counts
  - Link between the goal and the indicator \_\_\_\_
  - Measurable \_\_\_\_
  - Measure results, not efforts \_\_\_\_
  - Understandable and accepted by the community \_\_\_\_
- Sales data
  - Link between the goal and the indicator \_\_\_\_
  - Measurable \_\_\_\_
  - Measure results, not efforts \_\_\_\_
  - Understandable and accepted by the community \_\_\_\_
- Commercial vacancies
  - Link between the goal and the indicator \_\_\_\_
  - Measurable \_\_\_\_
  - Measure results, not efforts \_\_\_\_
  - Understandable and accepted by the community \_\_\_\_
- Commercial rental rates
  - Link between the goal and the indicator \_\_\_\_
  - Measurable \_\_\_\_
  - Measure results, not efforts \_\_\_\_
  - Understandable and accepted by the community \_\_\_\_
- Commercial make up match city report
  - Link between the goal and the indicator \_\_\_\_
  - Measurable \_\_\_\_
  - Measure results, not efforts \_\_\_\_
  - Understandable and accepted by the community \_\_\_\_
- Neighborhood advertisement opportunities
  - Link between the goal and the indicator \_\_\_\_
  - Measurable \_\_\_\_
  - Measure results, not efforts \_\_\_\_

Understandable and accepted by the community \_\_\_\_

- Reference based study (SEAC/SWPC)  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_
- Start up grants  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_
- New businesses  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_

**Goal #3: Improve Value and Appearance of Properties**

- Complaints at NSC  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_
- Housing vales/ relative to market  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_
- Participation in housing grants  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_
- Foreclosure  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_
- Track participation in City Hall On The Road  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_

**Goal #4: Increase the ability of Sector 6 to plan around community and land use**

- Formal community (sector6)response to all major developments  
Link between the goal and the indicator \_\_\_\_

Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_

- Number of people at hearings  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_
- Meetings with developer, When?  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_
- Inventory of development sites  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_

**Goal #5: Expand opportunities for community participation**

- Meliora Days – increase participation  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_
- Number of block clubs and neighborhood associations  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_
- Attendance at NBN  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_
- Number of block parties  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_
- Increase in membership  
Link between the goal and the indicator \_\_\_\_  
Measurable \_\_\_\_  
Measure results, not efforts \_\_\_\_  
Understandable and accepted by the community \_\_\_\_

**Goal #6: Provide positive opportunities for youth**

- Attendance at recreation centers  
 Link between the goal and the indicator \_\_\_  
 Measurable \_\_\_  
 Measure results, not efforts \_\_\_  
 Understandable and accepted by the community \_\_\_
- Attendance at churches  
 Link between the goal and the indicator \_\_\_  
 Measurable \_\_\_  
 Measure results, not efforts \_\_\_  
 Understandable and accepted by the community \_\_\_
- Youth participation in events  
 Link between the goal and the indicator \_\_\_  
 Measurable \_\_\_  
 Measure results, not efforts \_\_\_  
 Understandable and accepted by the community \_\_\_
- Youth crime statistics  
 Link between the goal and the indicator \_\_\_  
 Measurable \_\_\_  
 Measure results, not efforts \_\_\_  
 Understandable and accepted by the community \_\_\_
- Youth hiring  
 Link between the goal and the indicator \_\_\_  
 Measurable \_\_\_  
 Measure results, not efforts \_\_\_  
 Understandable and accepted by the community \_\_\_

**Goal #7: Increase Green initiatives in sector 6**

- Number of people using recycle bins  
 Link between the goal and the indicator \_\_\_  
 Measurable \_\_\_  
 Measure results, not efforts \_\_\_  
 Understandable and accepted by the community \_\_\_
- Number of public recycling locations  
 Link between the goal and the indicator \_\_\_  
 Measurable \_\_\_  
 Measure results, not efforts \_\_\_  
 Understandable and accepted by the community \_\_\_
- Green grants submit  
 Link between the goal and the indicator \_\_\_  
 Measurable \_\_\_  
 Measure results, not efforts \_\_\_  
 Understandable and accepted by the community \_\_\_
- Home energy audits  
 Link between the goal and the indicator \_\_\_  
 Measurable \_\_\_  
 Measure results, not efforts \_\_\_  
 Understandable and accepted by the community \_\_\_

- Hazardous recycling  
 Link between the goal and the indicator \_\_\_\_  
 Measurable \_\_\_\_  
 Measure results, not efforts \_\_\_\_  
 Understandable and accepted by the community \_\_\_\_
  
- Green presentations  
 Link between the goal and the indicator \_\_\_\_  
 Measurable \_\_\_\_  
 Measure results, not efforts \_\_\_\_  
 Understandable and accepted by the community \_\_\_\_
  
- Green lighting  
 Link between the goal and the indicator \_\_\_\_  
 Measurable \_\_\_\_  
 Measure results, not efforts \_\_\_\_  
 Understandable and accepted by the community \_\_\_\_
  
- Green S.O.S  
 Link between the goal and the indicator \_\_\_\_  
 Measurable \_\_\_\_  
 Measure results, not efforts \_\_\_\_  
 Understandable and accepted by the community \_\_\_\_
  
- NYSERTA presentation  
 Link between the goal and the indicator \_\_\_\_  
 Measurable \_\_\_\_  
 Measure results, not efforts \_\_\_\_  
 Understandable and accepted by the community \_\_\_\_

#### **4. NBN6 Budget**

The current \$5,000 NBN6 budget runs from July 1, 2008 to December 31, 2009. This transitional move to a calendar year budget allows the sector to have money for summer-time initiatives.

#### **5. NBN6 Officers**

David Chappius' term as chairperson comes to an end on December 31, 2008.

Roger Ramsey, the current vice-chair, does not want to become NBN6 chair because he has just begun his presidency of the Highland Park Neighborhood.

Joan Lindberg will end her tenure as Sector secretary on December 31, 2008.

The group discussed possible candidates for the Executive Committee positions.

Vessy Jivcova volunteered to be NBN6 secretary.

If anyone has questions regarding becoming a member of the Executive Committee, even for a one-year term, please call Matt McCarthy at 428-6920.

#### **6. December Meeting**

NBN6 will meet for a brief time on Monday December 8, 2008 at 5:30 p.m. to discuss leadership and to share holiday treats.