

**Green Impact Zone  
Neighborhood Leadership Meeting  
Meeting Summary  
August 10, 2009**

Following is a summary of the Green Impact Zone neighborhood leadership meeting that took place on August 10, 2009.

Anita Maltbia, new Green Impact Zone director, introduced herself to the neighborhood leadership.

Dean Katerndahl and Anita then walked everyone through the one-year budget. The city of Kansas City, Missouri, has awarded a one-year grant of \$1.5 million. Dean pointed out this was pretty much the budget that was prepared a few months ago except some of the planning funds were reduced to accommodate the reduction to \$1.5 million.

Dean started off by explaining administrative and staff costs, since some concern had been expressed about this. All staff, seven positions, will be based in the zone center and will work directly on neighborhood activities and program development. Administrative costs are charged as a percent of these staff salaries per MARC's indirect cost formula approved by HHS, which is roughly 38 percent of staff salaries and fringes and works out to about \$170,000. This indirect money is used to pay for financial management, audits, public affairs support, IT support, grant writing, and other back up for the Green Impact Zone and the staff.

MARC is now putting the attached budget into MARC's budget format which will more clearly show these indirect costs. Dean will send this out to the neighborhood leadership when it is finalized in the next couple of weeks.

Anita indicated that the seven staff will consist of herself, a program manager who will focus on neighborhood activities, an office manager, and four community ombudsmen who will focus on community outreach. The ombudsmen will need to not only have good people skills but be knowledgeable of the wide variety of programs that are available to neighborhood residents. MARC has currently started the hiring process for these positions which are being advertised in the paper and are posted at <http://www.marc.org/jobs/>. We were also looking for neighborhood leaders to sit on the staff applicant review panel. Margaret May and Carol Grimaldi volunteered to do this.

Dean then walked through several other elements of the budget including:

- ☐ Community improvement crews – which are crews of young adults trained in concrete work and other exterior improvements, such as rain garden construction. The crews can then make drainage, sidewalk, rain garden and other improvements to homeowner properties. Margaret May has started such a crew using summer funds and they are going well so far. This program would extend that concept to the entire zone. We will have to decide how to do this, how many crews, where they will work, how we line up work, and who will administer the funds.
- ☐ Outreach program – part of the neighborhood strategy is to have a strong neighborhood outreach program to get the community aware and engaged in the Green Impact Zone. We will have to decide the elements and timing of this outreach effort, especially in light of the fact that grants are coming in slower than anticipated.

- ☐ Neighborhood Leadership Training – the city and MARC are currently providing neighborhood leadership training to neighborhood residents throughout the city. This would allow us to focus on the Green Impact Zone, although allowing others to participate. Deletta Dean explained that it is a six session course and was developed with neighborhood leadership input. We will want to check the curriculum with the Green Impact Zone leadership to make sure it is responsive to their needs.

The issue of capacity building was brought up and that it did not seem reflected in the budget beyond the neighborhood leadership training. Dean explained that MARC, with a number of partners, has applied for an HHS grant to provide capacity to not-for-profits. This would provide not only technical assistance, but cash to not-for-profits, including those in the zone.

- ☐ Community Center – the budget includes funds for a community center for the Green Impact Zone. Dean explained that after looking at several sites the only one that seemed ready to go with enough space was the Retirement Board building at 4600 Paseo. We hope to have a lease and be in there in time for the September 1 event with the Cabinet members. Dean will set up a time in the next week or so when neighborhood leaders can tour the facility.

- ☐ Data Collection and Analysis – a portion of the funds are being used under contract with UMKC Center for Economic Information to collect, analyze and make available data on the Green Impact Zone. The intent is to provide baseline and annual measures of how we are doing, to provide information on the needs of the neighborhood so we can tailor programs to meet these needs, and to provide information so we can make program adjustments on short notice.

Data collection will consist of collecting data from different sources, such as the city, collecting data through a direct physical condition survey conducted with paid community surveyors, and collecting program activity data from program operators. UMKC would like to identify surveyors as soon as possible. They will work one to two months and we hope live in the zone. UMKC will provide a job description and Dean will send it to the neighborhood leaders so they can let residents know about this opportunity.

We spent some time discussing program data input. UMKC and MARC will probably create a web site where groups can input data. However, they will accept data that is already prepared for other purposes, such as reports to the city, and in any format that it is available. The intent is not to create extra work for the programs and organizations.

UMKC also passed out a table of the data they intend to collect and asked folks to let them know if there was other data they would like to see collected. Hopefully this data will be helpful in individual neighborhood program operations as well as for the Green Impact Zone. Also there is a data committee that meets every two or three weeks. The next meeting is Wednesday, August 19 at 3:00 p.m. at MARC. If you are interested in attending please let Dean know.

- ☐ Strategic Planning Funds – the strategic planning funds in the budget are intended to develop a longer-range sustainable plan for the neighborhood. What we want done and how this is to be done is still up in the air and will need to be decided in conversations with the neighborhood leadership, PolicyLink, and MARC.

It was agreed that to move some of these items along that small subcommittees of two or three neighborhood leaders should meet to develop more detail. This would include the community crews, the outreach program, and neighborhood leadership training and capacity. Eventually we will also include strategic planning. Dean will ask for volunteers for these subcommittees and we hope to meet in the next couple of weeks so they can report back to a full neighborhood leadership meeting before September 1.

Dean reported that as everyone knows a lot of the Green Impact Zone activities depend on competitive grants that have been submitted or will be submitted for the Green Impact Zone or in which the Green Impact Zone is included. Unfortunately we have just heard that decisions on these grants won't start being made before September or October, including the community policing grant. Anita indicated that this will be one of our challenges to build a coherent coordinated program while funding is made available in pieces. As frustrating as this is she did indicate that the Green Impact Zone has very high visibility in Washington, DC, even being singled out by the President, and we have every expectation that a good number of these grants will be funded.

He also expressed concern that this still seemed like politics and program operations as usual, when new approaches were needed. It was agreed that this would be a challenge since we are trying to run programs in a new way using old money and rules. Anita requested that everyone to think of new approaches to do outreach and provide services to residents. For example MARC has been meeting with KCPL, MGE and the Metropolitan Energy Center to see if we can structure existing or new resources to provide everyone with weatherization. This will be a continuous struggle.

We did not have time to go over changes to the draft vision and strategies, but everyone present agreed with the changes. Dean will ask for an e-mail vote on this.