

## 2025-26 WPCC Planning & Goal Setting

I would like for us to set 1, maybe 2, no more than 3 goals for each of our main areas of focus:

- Community building
- Civic engagement
- Quality of life
- Fall Festival
- Annual meeting
- Operations & ò
- IT & Communications (maybe)

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Notice that Equitable Engagement is not listed here. That's intentional, and that's because:

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At least one goal in each category must relate to equitable engagement.

Other rules:

Every goal must have one board lead — a champion who will not necessarily do all the work but will be responsible for keeping us on track for success.

No board member should be lead on more than one goal, with the possible exception of board officers

The goals should be S.M.A.R.T.

**Specific**  
**Measurable**  
**Achievable**  
**Relevant**  
**Time-bound**

The final results will [look like this](#) and serve as a roadmap for our time and attention over the course of the next 12 months.

Timeline:

April board meeting: Brainstorming

May operations & finance: Refining/editing

May board meeting: Refining/adoption

# Draft goals

## COMMUNITY BUILDING

*Ongoing activities: Organizing annual neighborhood meeting and fall festival*

**CB-1:** *We will organize at least three informal neighborhood social hours in advance of regularly scheduled board meetings. Each social hour will feature light refreshments and a special guest, at least two of which will be especially relevant to seniors, renters, or people of color.*

*Dan, Jenn, Jake*

**CB-2:** *We will make available for sale T-shirts and other merchandise to raise awareness of the Waite Park neighborhood among community members. We will choose a vendor based on price, quality, convenience, and diversity, and reevaluate every two years.*

Jared, Jake, **Dan**

*Future ideas: develop neighborhood welcome pack for new residents, organize a community service day or project, organize plant swaps and/or free garage sale events*

## **CIVIC ENGAGEMENT**

*Ongoing activities: inviting public officials to annual meeting and fall festival, providing space for constituent updates in print newsletters, facilitate public discussions at regular board meetings on important projects, policies and issues that affect the neighborhood*

**CE-1:** *We will recruit at least three board members to serve as liaisons to key civic or community institutions. Liaisons will meet with representatives from these organizations and provide a report to the full board at least twice per year.*

*Jamie, **Manny***

*Future ideas: additional outreach on Just Deeds*

## **QUALITY OF LIFE**

*Ongoing activities: Home security rebates*

**QL-1:** *Maintain consistent funding and communication for home improvement loan program. Post home improvement loan information on socials and translate into at least one additional language.*

**Jake**

*Future ideas:*

## **FALL FESTIVAL**

*Ongoing activities: Continue to offer free and paid food options for a variety of diets, solicit sponsorships to support live music and food,*

***FF-1:*** *The Fall Festival committee chair will recruit a co-chair to learn and help with planning, fundraising, and volunteer management.*

***FF-2:*** *We will promote the event with signs, fliers and other communication that include translation for at least two other languages. The festival committee will work with the board and city to identify languages and translation resources.*

*Future ideas: cotton candy, bring back bouncy houses, silent action (in partnership with PTA?), invite Edison H.S. drum line or Sarah Jane's Music School performers, magician*

**Nick, Trice, Jenn, Manny**

## **ANNUAL MEETING**

*Ongoing activities: Continue to invite local elected officials and a diverse group of community organizations to table and participate.*

***AM-1:*** *We will develop an outreach plan to welcome Spanish-speaking community members to participate in the annual meeting. The plan will include communications, translation services at the meeting, and other engagement efforts.*

*Trice, Casey*

*Future ideas:*

## **OPERATIONS & FINANCE**

*Ongoing activities:*

**OF-1:** *We will monitor remaining funds from our 2023-2025 Neighborhoods 2020 budget and find ways to responsibly spend at least 90% of our allocated funds before Dec. 31, 2025.*

Dan, **Gary**, Jared, Casey, Madeline

**OF-2:** *Hire new accountant (Jared will draft)*

**Jared**

**OF-3:** *We will organize the WPCC office in the Waite Park Community Center so that the room is organized and the desk is a usable workspace. We will organize the WPCC Google Drive is organized and has a table of contents to easily find Board minutes, agendas, and archived documents.*

**Madeline**

*Future ideas: unified “dashboard” of WPCC fund*

## **TECH & COMMUNICATIONS**

*Ongoing activities:*

***TC-1:*** *We will identify which social media accounts are priorities and develop a plan to post monthly to those pages with latest happenings/focus as a board. At least one post elicits opportunity for community feedback/ideas.*

***Trice, Casey***

*Future ideas: Regular website update/maintenance sessions, more regular posting on website*

# Notes

## COMMUNITY BUILDING

Brainstorming: What does success look like one year from now?

- Community building, civic engagement: Council communications are accessible to people with disabilities and limited English proficiency. For LEP probably focus on Spanish, Somali, Hmoob.

General Ideas:

- Event in park once a month May through September
- Waite Park social hour before meetings
- SWAPS
  - Plant Swaps
  - Buy Nothing/Free Garage Sale
- Partner with NE Organizations
  - WP Community Garden
  - NE Tool Library
  - Toy Library
  - PTA
  - 2PAC
  - With the Park Board when putting on events in Waite Park
    - Summer starts w/ carnival and ends with Fall Festival
- Community Service Day
  - Fixing things - pair task oriented thing with a fun thing
    - Audubon Park bench fixing
- **Welcome Packs**
  - Folder of information about WP and coupons, stickers, magnets.
  - Sent to new home sales
  - Apartments: give them to apartment complexes
- Have a table at the PTA Carnival!
  - Vote for ideas! Jars and Jelly Beans
- Renter fair
- Yard signs for board members

## **CIVIC ENGAGEMENT**

Brainstorming: What does success look like one year from now?

- Already Doing:
  - Inviting elected officials to Annual Meeting & Fall Fest
  - Multiple infrastructure groups come to meetings
  - Allowing space in newsletters
- Just Deeds: Re-campaigning
  - Pass through the properties that have yet to remove racial covenants from deeds
- Board Liaisons for:
  - Park Board
  - City Council
  - 2PAC
  - Elliot Payne Monthly Office Hours
  - Etc.

## QUALITY OF LIFE

Brainstorming: What does success look like one year from now?

### Casey

Home loans, maintaining consistent funding and promotion

- Already Doing:
  - Home Improvement Loan Program
    - Radon promotion
      - Newsletter article
  - Emergency Loan Program
  - Security Rebate Program
- Idea:
  - Dog Poop Bag dispenser in Waite Park
- Drivers stopping for pedestrians!
  - Promoting Traffic Calming Map
    - Via Social Media?
- Liaison for school board
- Housing
- Transportation
  - Traffic calming
  - Transit
- Schools
  - Assign liaison for school board, PTA?
- Safety
  - Board liaison for 2PAC, 2nd Precinct, Metro Transit
- Parks
  - Board liaison for park board

## FALL FESTIVAL

Brainstorming: What does success look like one year from now?

- As many vendors as last year. Include a storyteller to relate stories of Native and other peoples who have resided in Waite Park throughout history.
- BOUNCY HOUSE!
- Nick:
  - Very happy with how it has developed
- Co-Chair for Fall Festival (Nick is Game)
- Ideas:
  - Silent Auction
    - PTA wants to? In conjunction with NEMS
  - COTTON CANDY & POPCORN
  - Edison Drum Line
  - Sarah Jane's Music School Performers
  - Magician
  - T-shirts
  - Sponsor Banners at the Fall Festival!
  - Community art contest-Kids/teens/adults categories with prizes (Jenn's idea 5/29)
  - Urban farming booth: maybe a neighbor who has chickens could share the how to? (Jenn added 5/29)

## **ANNUAL MEETING**

Casey: invites

Brainstorming: What does success look like one year from now?

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## **OPERATIONS & FINANCE**

Brainstorming: What does success look like one year from now?

**Jared: find accountant**

**Madeline: organize office and google drive**

- There is a visual “dashboard” of WPCC’s NRP funds, what they are, and how much is in each account
- The WPCC office in the WP Community Center is organized and the desk is usable
- The WPCC Google Drive is organized and has a table of contents to easily find minutes and agendas, as well as archived documents.
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## **TECH & COMMUNICATIONS**

Brainstorming: What does success look like one year from now?

### **Casey Goal: Establish a plan for more consistent social media plan**

- Larger, regular social media presence on Instagram, Bluesky etc
- Casey taking on social media
- Update the website once per month
- Update board members
- Website worksession

## **Notes from 2024 Brainstorming Meeting:**

### Community Building

- A sign- "Welcome to Waite Park"
- WP Run Club
- Scavenger Hunt
- NE Parade participation
- Storytelling Day- StoryCorps
- Waite Park Wiki (upload Gary's brain to Wikipedia)
- National Night Out
- WP Identity
- Columbia Park partnership
- Welcome packs

### Civic Engagement

- Board liaisons
- Just Deeds
- Elliot Payne office hours

### Quality of Life

- Bike event
- Block Club Kickoff
- Lawn care/yard session
- Class w/ Mother Earth
- Bike repair pop-up
- Feature holiday lights
- Block Club rebates

### Equitable Engagement

- Redlining history
- Map board members (for equitable engagement/board representation)
- Church outreach
- Process/ use renter survey results
- Property manager outreach
- Apartment ambassadors (paid?)

### Operations and Finance

- Comprehensive Budget Dashboard
- Fundraising

### Communications

- August print newsletter
- February print newsletter

- Pets of Waite Park- pet of the month?
- Gardens of Waite Park
- Digital Communications
- Shared digital forum
- Listserv?

#### Fall Festival

- Cactus Blossoms
- 5K (fundraiser)
- Storytelling
- Rope Pull
- Block/street competition
- Map- dot where you live
- Fundraising

#### Annual Meeting

- Columbia Manor