



Vollintine Evergreen Community Association
1680 Jackson Avenue
Memphis TN 38107
Phone: (901) 276-1782
FAX: (901) 276-1784
Email: veca901@gmail.com
Website: veca.org

**Vollintine Evergreen Community Association
Strategic Plan Update for 2016 and 2017
Approved by the Membership
January 23, 2016**

History of the Strategic Plan

VECA's Strategic Plan 2011 to 2015 involved input from neighbors via public meetings, input from other stakeholders via individual interviews, a review and analysis of the resident survey, and a review of organizational documents provided by VECA. It resulted in a detailed plan provided by a consultant and adopted by the neighborhood's governing bodies. See <http://veca.org/bylaws-and-governing-documents/>

In 2015 the VECA Board of Directors reviewed the earlier document and revised the Strategic Plan to reflect the experience of working with plan and the needs and resources that would be available in 2016-2017. The plan was approved by the VECA membership at its annual meeting on January 23, 2016.

The plan includes the following categories:

Actions in Progress: These are the primary goals to be employed by VECA during the 2016 to 2017 period. They reflect goals that are sustainable with financial and volunteer resources and of high priority to both the VECA Board and neighborhood residents.

Actions on Hold: These goals are seen as important but have been delayed because our time and efforts are being put towards Actions in Progress.

Action Wish List: These goals reflect the lack of resources (time, people, and/or money) and they remain for possible long term development.

VECA Mission

- To maintain a quality residential neighborhood through the volunteer efforts of the neighborhood's residents.

VECA Goals

- Vollintine Evergreen neighbors act as the primary change agents in their neighborhood.
- VECA engages in effective and efficient partnerships with surrounding neighborhoods, institutions, and government entities to accomplish mutual goals.
- VECA works directly, and in partnership with neighbors and the city and county, to improve and maintain properties in the neighborhood.
- VECA is an organization that maintains the flexibility necessary to be authentic to its grassroots nature, while at the same time operating under an organizational management structure that helps the organization remain sustainable.

Actions in Progress (Highest Priority)

1. Overall Activity

- The VECA Board will determine date, time, and location for board and committee meetings and events. (All regular board and committee meetings for the year will be posted on the VECA Calendar by January of 2016 and 2017.)
- Make VECA into and known as one of the most walkable and bike-friendly neighborhoods in Memphis. (The VECA Board will create an initial concept paper due July 1, 2016 and continue implementing it into 2017.)
- Pursue foundation and corporate investment for project and core support funding. (The VECA board will provide a concept paper on funding sources for core support by its July 2016 meeting and it will then pursue funding for the

remainder of 2016; as projects arise committees will identify small grant possibilities and submit those to the Managing Committee for approval.)

2. Businesses

- Publicize businesses, especially the restaurants, to improve their customer base. (The Board will identify a responsible committee by August 2016 which will work on this goal in 2016-2017.)

3. Communications

- Publish a calendar annually in various venues accessible to all neighbors. (In 2016 and 2017 the Communications committee weekly calendar published in VECA email and NextDoor.)

4. Events

- Develop forums for neighbors to surface ideas they are passionate about and invite others to join them in making these projects come to fruition. (The VECA Board will select forums by June 2016 and use them for the remainder of 2016 and 2017.)

5. VECA Rental Apartments and Houses

- Secure additional volunteers (The Communications Committee will advertise through VECA social media to obtain volunteers by August 2016.)
- Complete exterior repairs and paint/install amenities necessary to gain a 90% occupancy rate. (The Rental Committee will complete exterior repairs and paint at 795 and 820 Maury by December 2016 which are the only remaining property that needs repairs.)
- Sell properties when feasible. (The Rental Committee will connect an existing tenant in both 2016 and 2017 with a banker to determine if a mortgage is possible.)

6. Managing

- Develop partnerships with non-profits to advance mutual interests. (For 2016 and 2017 the Managing Committee will pay for a membership in the Community Development Council, complete work on *Where We Give* database; the VECA Board will collaborate with Overton Park Conservancy; the V&E Greenline Committee will have Crosstown Concourse attend monthly meetings of the V&E Greenline Committee; by June 2016 the VECA Board will identify other possible partners.)
- Track board terms and ensure new leaders are ready to take over from leaders rolling off of the board. (Managing Committee will provide a report on its June 2016 and 2017 minutes on leadership replacement.)
- Continue the practice of developing annual committee goals, volunteer activities, and budgets. (The Managing Committee collects and combines yearly report and new budgets from VECA Board and Committees October to December of 2016 and 2017.)

7. Membership

- Publish and distribute a communications piece on the benefits of membership. (By May 2016 the Communications Committee will have a website page with volunteer opportunities and by October 2016 it will have a brochure on the need for volunteers.)
- Develop a proactive and standardized procedure for identifying and welcoming new neighbors. (Membership Committee and Neighborhood Networks Committee will collaborate to provide a draft of a procedure in the September 2016 minutes.)

8. Neighborhood Networks

- Develop and implement a menu of "neighbor to neighbor" activities such as frequent meet and

greet at the Welcome Center and neighborhood dinner meet ups. (The Neighborhood Networks Committee will provide schedule of events for 2016 in its May 2016 minutes.)

- Organize quadrant input annually. (For 2016 the Neighborhood Networks Committee will schedule a Northwest Quadrant town hall by April 2016 with the event to take place in June 2016 and it will schedule an event for 2017 at its January 2017 meeting.)
- Continue to develop and support block clubs. (By July 2017 the Neighborhood Networks Committee will produce an inventory of block clubs in Vollintine Evergreen along with their leadership, location, problems, and strengths; in October 2017 the committee will develop neighbor fest where each block club holds a picnic on their block; in November of 2017 the committee will determine if it wants to continue these actions in 2018.)

9. Blight Busters (formerly Neighborhood Preservation)

- Strive to develop effective relationships with all government agencies, including Memphis Code Enforcement, Shelby County Trustee, Shelby County Construction Code Enforcement, and Memphis Public Works. (Each month at its regular meetings, Blight Busters will review blight that needs contact with these agencies and the Shelby County Trustee will continue to be invited to monthly meetings.)
- Work to enhance/cleanup properties in Vollintine Evergreen. (Blight Busters will do windshield surveys of blighted properties in March, July, and November and will use that information in the following meetings to develop strategies for dealing with the blighted properties.)

10. Welcome Center

- Utilize Welcome Center as a meeting place for neighborhood/government meetings and government agencies doing work in the neighborhood. (As opportunities occur in 2016 and 2017, the Managing committee will invite public agencies to use the VECA Welcome Center for meetings and work activities; City Council members will be informed of these opportunities so they can spread the word.)

11. Youth

- Seek partnerships with existing organizations that focus on youth. (V&E Greenline will contact local schools and youth provides by March of each year for their involvement in the V&E Artwalk; in August of 2016 and 2017 the VECA Board will collaborate to purchase school supplies for Vollentine and Snowden Schools.)

V&E Greenline Strategic Plan

- Raise funds in 2016 and 2017 to address invasive plants on the trail followed by three years of treatment.
- Raise funds to install security enhancements on the trail. (One camera will be installed in 2016 and a second will be installed in 2017.)
- Raise funds in 2016 and 2017 for private entrance improvements for the trail such as new bollards, garbage cans, and signs followed by immediate construction.
- Continue capitalizing an emergency fund. (Use proceeds from V&E Artwalk in April of 2016 and 2017 to transfer proceeds into the emergency fund.)

Actions on Hold

1. Board of Directors
 - Reorganize the standing committees so that each is located under a broader committee (like Managing, Creating, and Sustaining Neighbor Involvement, Built Environment, Natural Environment, and V&E Greenline).
 - Ensure that youth involvement is considered for every project through the creation of two board positions for Youth Action Team members.
2. Business
 - Work the businesses to facilitate major improvements to six business districts.
3. Communications
 - Develop components (logo, color themes, etc.) of identity to be used to create a unified look throughout various public materials used by the organization.
4. Blight Busters
 - Develop and introduce neighbors and landlords to the neighborhood standards for property appearance and upkeep.
 - Assist neighbors and block clubs with strategies and information to help them solve code enforcement or nuisance issues on their own or using their block club structure.
5. Welcome Center
 - Make improvements on the interior.

Action Wish List

1. Board of Directors
 - Develop a business plan.
2. Business
 - Encourage and assist the neighborhood businesses to create a business association for the six business districts (VECA Central, Jackson Gateway, McLean Gateway, Springdale Plaza, Vollintine Shops, and Watkins Square).
3. Safety and Security
 - Develop a disaster preparedness plan with Rhodes and other neighborhoods.