Park Place - Underhill Avenue Block Association

Including residents of Park Place from Vanderbilt to Washington Avenues and Underhill Ave from Prospect to Sterling Places

Agenda for Feb 17, 2021 7:30pm

Introductions and Welcome New Members	Marc and Robin	7:30 – 7:40
Featured Speakers: 77th Precinct Community Affairs Officers	PO Stravinsky Jeanbart and PO Khalida Wallen	**CANCELED**
Co-Presidents' mid-term review and look forward	Marc and Robin	7:40 – 8:10
Grant Committee formation	Marc and Robin	8:10 – 8:20
"Nourishing Our Community" update	Jill Frasier	8:20 – 8:30
BBG Fight For Sunlight update	Susan Metz	8:30 – 8:45
PPUABA business items / announcements	Marc and Robin	8:45 – 9:00
New business	All	9:00 – 9:15

Co-Presidents Mid-term Review

Marc's and Robin's Goals for our term as co-presidents

- Increase engagement
  - Social, charitable, civic engagement and community improvement initiatives
  - Make meetings more relevant & interesting
    - Guest / featured speakers on compelling topics of local interest
    - Reduce time spent on PPUABA business matters
  - New member recruitment and outreach

- Improve our connectedness
  - Leverage technology to improve our communication and outreach
  - Update & share membership list (respecting privacy preferences)
  - Improve accessibility of block association news and reference information

Increase engagement

Social, charitable, civic engagement and community improvement initiatives

- "Meet Your Neighbors" Event
  - Outdoors, COVID-aware, approximately 40 participants
- Fall stoop sale
  - Participants from all 4 PPUABA blocks
- Growing Our Community
  - Underhill Playground weeding, clean-ups and bulb planting
  - Tree beds clean-up and mulching event
  - Vanderbilt Avenue median clean-up and planting
  - Indoor composting education (at Meet Your Neighbors)
- Nourishing Our Community
  - 24 participants (contributors, shoppers / deliverers, coordinator)
  - Participants contributed over $5,000 since Oct 2020; over $600 in recurring monthly pledges
  - 13 substantial donations made to Chance For Children food pantry and CHIPS soup kitchen; currently scheduling 3 per month
  - Facilitated monthly re-distribution of excess food from CHIPS to Chance For Children
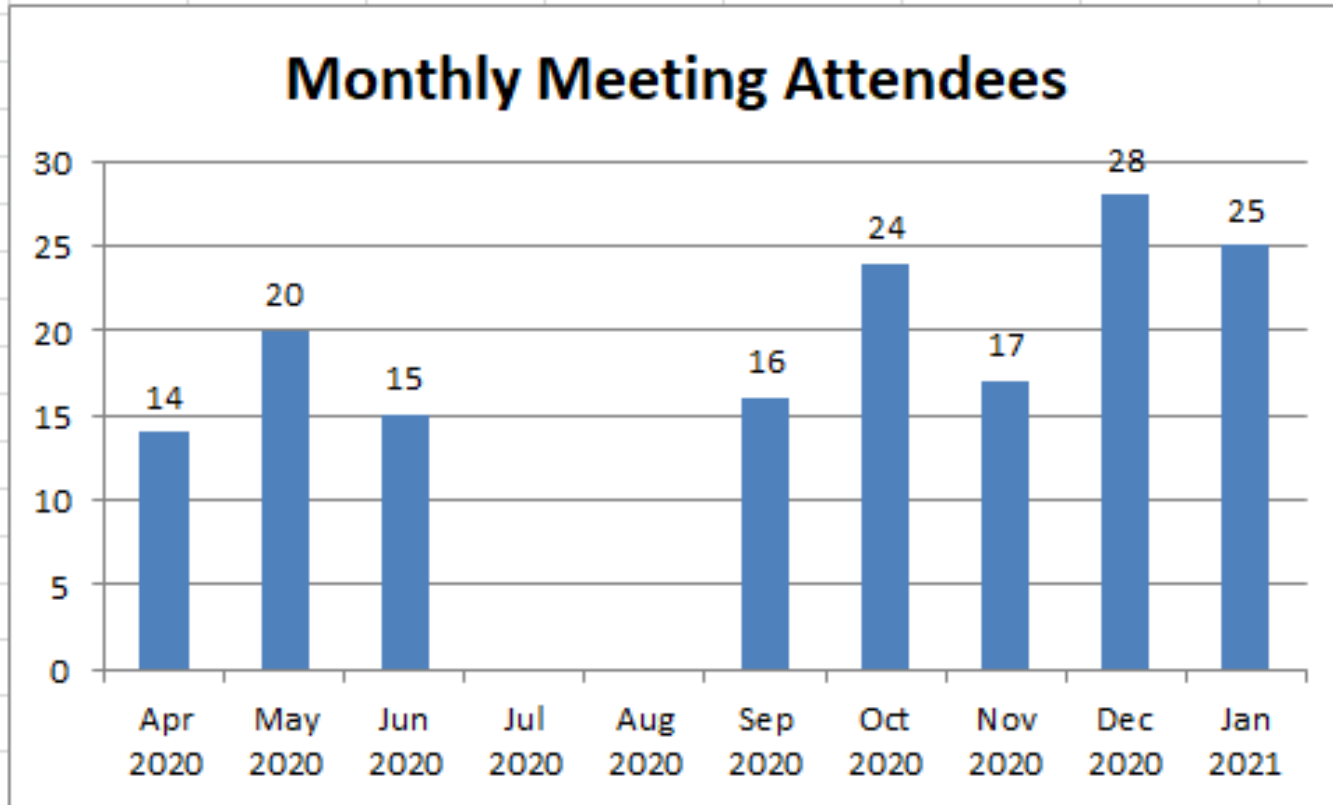
Increase engagement

Make meetings more relevant & interesting

- Guest / featured speakers on compelling topics of local interest
  - Sep: Neighbor Dr. Amy Ikui on COVID-19
  - Oct: City Councilmember Laurie Cumbo on COVID NYC budget impacts
  - Nov: Representatives of 3 local organizations fighting food insecurity
  - Dec: Neighbor Jeff Foxx Mayan photo journal
  - Jan: Neighbor Jen Abrams on organizing a network to meet emergent needs
- Reduce time spent on PPUABA business matters
  - Meeting minutes published on website for review prior to next meeting
  - Business items have averaged 9 minutes per meeting since Sep

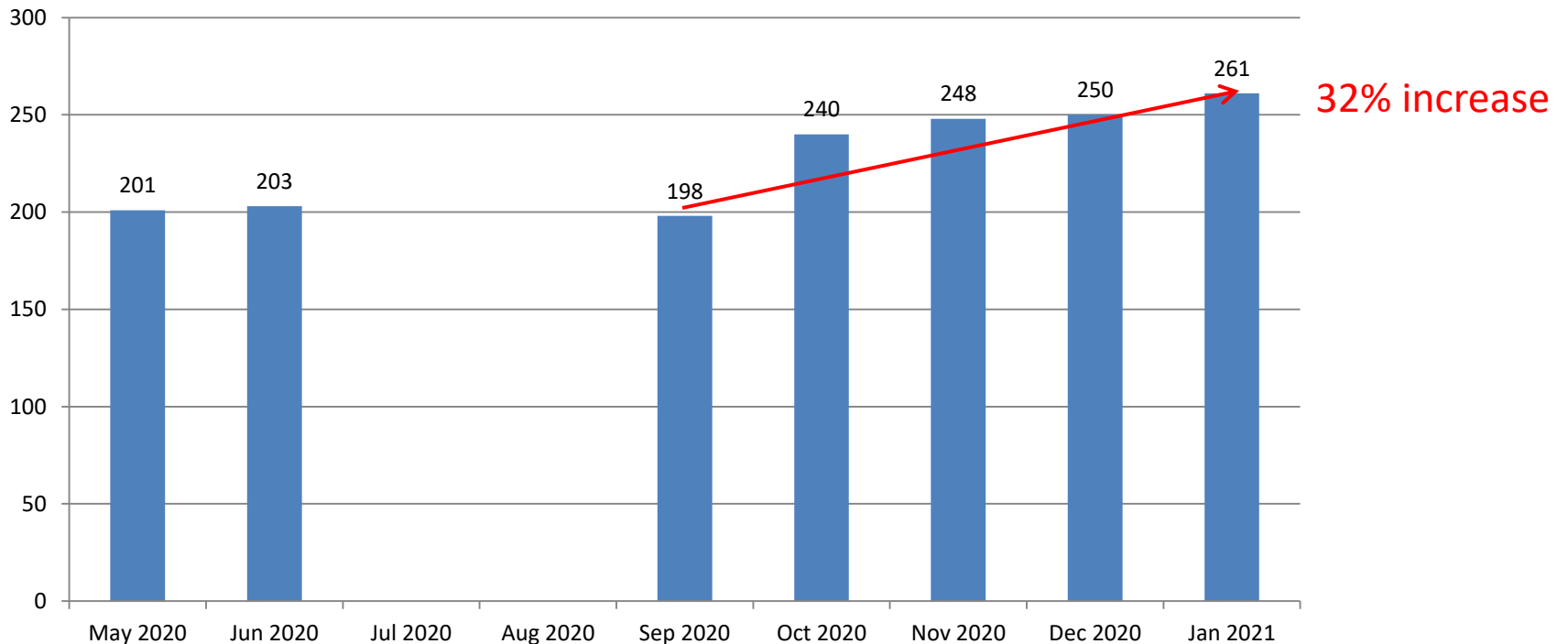# Increase engagement

Make meetings more relevant & interesting

Monthly Meeting Attendees

Month	Attendees
Apr 2020	14
May 2020	20
Jun 2020	15
Jul 2020	
Aug 2020	
Sep 2020	16
Oct 2020	24
Nov 2020	17
Dec 2020	28
Jan 2021	25

Average 16

Average 22

Increase engagement

New member recruitment and outreach

PPUABA members

Residents of PPUABA blocks for whom we have an email address

Improve our connectedness

Leverage technology to improve our communication and outreach
- PPUABA website launched Sep 9th
- Membership list completely re-developed to automate the extract of publishable details; phone tree call lists; a feed to synchronize our email software (MailChimp)
- Segmented email list allows targeted emails (e.g. new members; residents of a specific block; residents vs. non-residents)
- Enabled electronic payments for membership and Nourishing Our Community contributions

Update & share membership list (respecting privacy preferences)
- Membership list distributed Oct 9 and Nov 11, securely, to members only

Improve accessibility of block association news and reference information
- The PPUABA website is a central repository for:

  - Block Association & community news
  - Next meeting details & agenda
  - Meeting minutes
  - Newsletters
  - By-laws

  - Community Resources
  - Directory of Prospect Hts block associations
  - Most recent emails sent by PPUABA
  - Grants Policy & Request Form
  - Member info form

Improve our connectedness

PPUABA website traffic statistics

Month	Unique Users	Unique Pageviews	Pages Viewed Per Session
Sep 2020	159	848	5.19
Oct 2020	187	910	4.66
Nov 2020	196	491	3.70
Dec 2020	195	444	3.37
Jan 2021	165	417	3.15
Average	180	622	4.01

Note: "Users" are as defined by Google Analytics. The user count is likely to be greater than the number of unique individuals accessing the site. When a visitor accesses a site from two different devices (for example, a laptop and a smartphone) Google Analytics counts that as two separate users.

Co-Presidents Mid-term Review

<u>Now, we'd appreciate your feedback:</u>

- What's working well? Not so well?

- How can the block association better meet your needs & expectations for the rest of our term?

- Are there specific topics you'd like addressed in a future meeting? Featured speakers you'd like to hear from?

- Are there social, charitable, civic engagement or community improvement activities you'd like the block association to organize?

If we can't get to all the feedback tonight, or you think of things after the meeting, please email us: ppuaba@gmail.com

THANK YOU!