



New Bern Housing Authority and the City of New Bern

**CHOICE NEIGHBORHOODS PLANNING GRANT**  
**Trent Court/Craven Terrace/Greater Five Points Neighborhood**

**Economic Development Working Group**

Tuesday, August 11, 2015 at 4:00 pm  
Stanley White Rec Center, 901 Chapman Street

**Meeting Minutes**

**Attendees:** Roger Bellamy, Cindy Blot, William Brennan, Melvin Cooper, Deedra Durocher, Dawn Baldwin Gibson, Vernon Guion, Bruce Simmon, Jamara Wallace, Michaele Rose Watson

**Handouts:** Meeting Agenda, Minutes of July 7, 2015 meeting, updated New Bern Choice Neighborhoods Economic Development Strategy Matrix, worksheet for identification of partners identified on Matrix

1. Meeting was called to order by Cindy Blot at 4:05 pm.

2. Minutes of last meeting on July 21 were reviewed and approved by those present without changes.

**3. Discussion on partners' identification worksheet:**

- Information was collected from those present for the contact name, phone numbers, and additional agencies to complete the list of partners identified to work with the Economic Development sub-group. This sheet needs to be provided as part of our group's report to the consultants.
- C. Blot will contact any of the agencies for whom information was missing to make sure the correct contact names and numbers were listed.

**4. Discussion on request for presentation:**

- The newly formed non-profit organization "Opportunity Works" has requested time to make a presentation at one of our regular ED group meetings. The purpose would be to introduce their agency and explain their mission and goals to provide employment training and coaching to residents of the Greater Five Points community.
- Following considerable discussion, it was agreed that the objectives of this organization appear to be more appropriately aligned with the Workforce Development Council since they have been working on these same issues for approximately 18 months and they should work closely together rather than offer duplicative services. It was not clear how this new agency fit into our sub-group's stated goals and since we are now so close to completing our report, this request is coming a bit too late in our discussions. Perhaps after our report is submitted, we can consider presenting our narrative and matrix to "Opportunity Works" and ask how they see themselves fitting into our objectives.
- They certainly do not need our permission or endorsement to continue to work on their own goals.
- The decision was made to decline their request to make a presentation to our group; C. Blot will communicate this to them.

**5. Feedback from Consultants:**

- C. Blot reported to the group that she received very positive feedback from the consultants about our particular ED working sub-group. They were impressed with our progress and ability to work through some tensions/divisions that were present in our earliest meetings. It was noted that we have been the role model for group production and dynamics, particularly since we are still meeting and setting new goals. Some of the sub-groups are considered to be "done" with their tasks and are no longer meeting.

#### **4. Five Points/Duffyfield Marketing/Branding Campaign:**

- Our plans for the Marketing/Branding Campaign first suggested by R. Bellamy, were discussed. C. Blot and J. Wallace have been meeting with R. Bellamy to put together a history, goals & objectives, priorities & strategies, as well as simple Mission Statement for this project. As these pieces become more developed, a grant proposal will be developed to seek funding since this will be critical to our ability to move forward independently. The “Our Town” projects that were mentioned in earlier meetings offer some good grant possibilities for what we’re trying to do here. Grant proposals will probably be done in stages for funding, with the first being for support of the Planning Phase. Additional grants will be developed for Implementation and Evaluation Phases. Because grant funds need to be awarded to a non-profit organization with a 501-c-3 status, the Greater Duffyfield Residents’ Council will consider being that organization to administer any grant funds received; however, the actual work and implementation on the project would be carried out by R. Bellamy and others from the community, in addition to any members of our CNI/ED working sub-group that are interested in being involved.
- C. Blot read the draft of the narrative that has been created and there was discussion of an appropriate title for this project. Suggestions included: “Rebranding Community Initiative”, “Transforming for the Future”, and “Community Transformation Initiative”. There was concern expressed that we should minimize using the words “re-branding” because it might create some negative emotions and responses. This is a project that evolved from our group’s meetings over the last several months and is totally separate and independent of the CNI effort and report. It is also separate from the City, although it is clear that input and understanding from the City will be important to the project’s success.
- The City’s Board of Aldermen have already approved and endorsed the concept of the Gateway Project Report that was done a number of years ago, so we can build from the observations and recommendations in that report. Three primary streets were identified in the Gateway Report as critical to future development in this area: Broad Street (as the main street), Pollock Street (as the creative street), and Queen Street (as the cultural & historical street). Each of these streets serve as “bridges” to the Greater Duffyfield/Five Points area. C. Blot suggested that a meeting could be scheduled to which all the businesses on these three primary streets, as well as other businesses from this general area, be invited to hear the branding/marketing project’s objectives, priorities and strategies.
- It will be important to first do our own homework to find how this project might fit into specific funding agencies. While our project is independent of the CNI effort, the perception of the final CNI report, how it seeks to change what is, and what needs to be in the Five Points area, will still be a critical concern for our project. The final narrative must be inclusive of all the key elements for creating a viable and vibrant community, by blending the arts, history, culture, economic development, employment, neighborhood pride, etc.

#### **5. Next Action Steps:**

- C. Blot will send out to everyone the narrative for the Branding Campaign she read this afternoon as well as resend the Our Town grant information.
- C. Blot will also send out the partners information sheet for review and asks that anyone who has any additional or corrected information to be in touch with her as soon as possible; she also asks that we do this by sticking with our final Matrix!
- J. Wallace will present the Branding Campaign concept to the Duffyfield Resident’s Council meeting this evening to get approval for serving as the 501-c-3 agency of record for any grant proposals.
- We should consider inviting businesses to a special meeting in September, and perhaps include the owners of the Day’s Inn since they are in the center of the three streets. We need someone to coordinate this.

**6. Next meeting:** Tuesday, August 25, 2015 at 4:00 pm at the Stanley White Rec Center.

**7. Meeting adjourned at 5:30 pm.**