



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, June 23 at 4:00 pm

Stanley White Rec Center, 901 Chapman St.

Meeting Minutes

Attendees: Cindy Blot, Ron Cox, Roger Bellamy, Rev. Dorian T. Daniels, Pastor Robert Johnson, Jr., Mickey Miller, Alana Gentry, Michaela Rose Watson, Bruce Simmon, Vana Prewitt, Rev. E. C. Dobson, Susan Namowicz, Jamara Wallace and Jeff Ruggieri

Handouts: Agenda, Minutes from June 9, 2015 meeting, updated Matrix and Five Points/Duffy Field mark/brand research.

1. Review of last meeting minutes: Approved with following change in General Discussion, 4th bullet, discussion re business accelerator being added back to group matrix. After the line "A vote was taken to approve returning it to the Matrix," add: "As the Accelerator concept has already been developed and funded, it was agreed that no future Choice Neighborhood (CN) grant funds will be used to develop or build the Accelerator, but any future CN funds may be used for implementing programs that directly benefit the CN grant community."

2. General discussion and finalizing matrix:

- Matrix: discussion raised by Roger Bellamy about last meeting minutes and the need to clarify use of Choice Neighborhoods funds for the Accelerator. After discussion and clarification of planning grant v. potential future implementation grant funding, the group agreed on the change above.
- Cindy Blot and Mickey Miller discussed how CNI plan and matrix are part of a process that is continually evolving. Even as we turn over the matrices to EJP for incorporation in the draft plan and turn the draft plan in to HUD for review and comments, we will still be redefining, improving, and clarifying goals and strategies.
- Matrix: we need to identify more key partners. Dawn Baldwin Gibson of Genesis 457 has identified a number of additional partners but she couldn't be at the meeting. The group agreed to table the discussion until she is back.
- Vana Prewitt updated the group on her proposal for the Main Street (Empowerment/Employment/ Small Business?) Center. Currently needs four members for board of directors from the community. Still a "work in progress" but coming along.
- Branding update: Roger Bellamy made a presentation on branding/marketing Five Points/Greater DuffyField. First step is to change perception. Get the community together and behind the effort, especially businesses in the community. Must create

a vision statement. A good plan will complement downtown historic district and New Bern tourism. Try to learn from past branding efforts. Find a firm with experience in branding/marketing the African American experience. The term “branding” has a negative connotation in New Bern, talk about marketing the community. The four aldermen whose wards intersect in the Choice community all need to be on board. Mickey offered to see if EJP can give any assistance or advice. The group agreed to read Roger’s branding research report and discuss at our next meeting.

- Cindy asked the group to spread the word about façade grants offered by the City for up to \$10k.
- Discussion about whether to implement something like the historic downtown’s Municipal Service District (MSD) – for the Five Points area to improve businesses.
- Mickey suggested the CN Economic Development group meet with the CN Workforce Development group to ensure our goals and strategies align and complement each other.

3. Next Meeting Date: Tuesday, July 7 at 4:00 pm at the Stanley White Recreation Center.

Homework – read Roger’s handout on marketing/branding and be prepared to discuss.

