

**Virginia-Highland Civic Association**  
**2008 Strategic Plan**  
**January 1, 2008**

In accordance with Article I, Section 7 of the Bylaws of Virginia-Highland Civic Association, Inc., the following goals and objectives have been developed and shall be presented for comment and adoption by the Board of Directors at its next General Meeting.

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These goals and objectives shall be utilized by the Board of Directors in carrying out the business of the association, through the following committees:

- Planning Committee
- Parks Committee
- Fundraising Committee
- Communications Committee
- Safety and Sidewalks Committee

## Planning Committee

### Neighborhood Commercial Zoning

**Primary Contact:** John Peak

**Goal:** Establish Neighborhood Commercial zoning for the 3 key commercial nodes in Va-Hi. Execute appropriate Land Use changes to support NC, if adopted.

#### Tactics/Timeline:

- ❑ Q1, 2008 — Two commercial property owner charettes
  - ❑ Q1, 2008 — Conduct final "living room" meetings with residents to close out open issues
  - ❑ Q1, 2008 — Introduction of draft ordinances to community
  - ❑ Early Q2, 2008 — Analysis of community support and Go/No-Go vote by VHCA Board
  - ❑ Early Q2, 2008 — Pending community support request our own District 6 Representative, Anne Fauver, submit ordinances to Atlanta City Council
  - ❑ End Q2, 2008 — Track legislation through community process (i.e. voting outcome of VHCA, NPU-F, ZRB)
  - ❑ End Q2, 2008 — Wrap-up of NC Steering Committee
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### Residential Infill / Historic District Zoning

**Primary Contact:** Lola Carlisle

**Goal:** Research and pursue options for Historic District zoning for parts or all of Va-Highland that are reflective of the desires of the impacted residents.

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### Hilan Theater:

**Primary Contact:** John Peak

**Goal:** Monitor developments to ensure the Hilan Theater is used for a community-approved business that does not adversely impact surrounding residents / traffic.

#### Tactics/Timeline:

- ❑ Offer to have a dialogue with owner, Jeff Notrica, about what would be an appropriate use for this space
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### TheMix@841:

**Primary Contact:** Betsy Nicholas

**Goal:** Keep an eye out for new plans and verify this development is built in adherence with all zoning laws. Also do as much as possible to ensure any new development minimizes traffic impacts to surrounding residents.

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**NPU-F Zoning/Planning:**

**Primary Contact:** Joe Krebs & Jack White

**Goal:** Assist NPU-F in addressing NPU-wide planning issues

**Tactics/Timeline:**

- Actively participate in NPU-F Zoning meetings
  - Review any re-zoning applications within VAHI and bring forward issues to VHCA for consideration
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**NPU-F Variances:**

**Primary Contact:** Joe Krebs

**Goal:** Provide feedback and serve as liaison to the NPU-F for variance requests.

**Tactics/Timeline:**

- Actively participate and provide Board vote outcome in NPU-F meetings
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**Beltline Zone 6 Steering Committee**

**Primary Contact:** John Peak

**Goal:** - Keep neighborhood informed of developments related to Beltline, including proposed extension of Ponce de Leon Place from Poncey-Highland to Va-Hi.

**Tactics/Timeline:**

- Attend Beltline meetings.
  - Bring forth appropriate issues to VHCA Board.
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**Georgia Power Substation:**

**Primary Contact:** Jack White

**Goal:** -Oversee plans for landscaping substation site, and keep neighborhood informed of developments. Ensure promises made by Ga. Power are executed. Keep VHCA Board and nearby neighbors advised of appropriate developments or issues.

## **Parks Committee**

### **John Howell Park and Va-Highland Island**

**Primary Contact:** Rob Glancy and Jack White

**Goal:** Maintain and improve these areas for enjoyment by the community.

**Tactics/Timeline:**

- ❑ Purchase holiday decorations and put up in main area of Va-Highland – Nov. '08
  - ❑ Complete ongoing repairs in John Howell Park: Irrigation, fence repair, landscaping maintenance (oversee DreamScapes), doggie bags / dispensers, etc. – ongoing.
  - ❑ Complete build of steps / terrace at middle of park (near Arcadia) – by Sept. '08.
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### **Orme Park**

**Primary Contact:** Jack White and Rob Glancy

**Goal:** Maintain and improve Orme Park for enjoyment by the community. Execute the Master Plan approved at end of 2007.

**Tactics/Timeline:**

- ❑ Complete the following work in 2008:
    - Invasives removal and one additional treatment:
    - Plant material for banks
    - First stage fence installation (playground side (footbridge to street)
    - Two workdays (tools, supplies, etc.)
    - Updated tree survey & tree work
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### **Library Lots**

**Primary Contact:** Pamela Papner and Rob Glancy.

**Goal:** Acquire property on North Highland (former Library Lots); secure funds to pay off purchase price through major fundraising campaign; turn the property into Greenspace for the community.

**Tactics/Timeline:**

- ❑ Sandy d'April to make offer contingent on financing to the owner in early 2008.
- ❑ Secure private or state financing for short-term. We may have to wait until July to secure the 3% State loan.
- ❑ Secure funds toward purchase price from City and/or private donations.
- ❑ Most realistic timeline for finalizing this opportunity is June/July 2008, assuming lots are still available.
- ❑ All will be done in accordance with Board Resolution passed December 3, 2007.

## **Fundraising Committee**

### **2007 Summerfest**

**Primary Contacts:** Pamela Papner and Kim Nickels

#### **Goals:**

- Earn revenues greater than last year.
- Offer a fun, safe, quality event for all ages.
- Continue to solicit participation by local businesses.
- Offer higher quality artwork in 2008.

#### **Tactics/Timeline:**

- Assemble new staff and meet to confirm roles/responsibilities.
  - o First meeting will be January 2007.
- Complete contracts.
  - o Artist Market contract to be completed by end of 3/08.
  - o Radio sponsor contract to be completed by end of 3/08.
  - o Complete vendor contract by 02/30/08.
  - o Complete road race contract by 03/01/08.
  - o Complete specific plans for KidsFest (who is responsible, etc.) by 04/01/08.
  - o Review and finalize event insurance by 05/01/08.
  - o Artist market calendar – complete by 03/10/08.
  - o Complete overall project plan/timeline by 04/01/08.
- Improve quality of publicity and advertising.
  - o Develop brochure with artist names/locations, as we did last year.
  - o Appoint specific person to be in charge of print/online PR.
  - o Design and post street banners on lightposts and within square.
  - o Continue to sell Va-Highland items other than t-shirts.
  - o Improve signage at beverage, volunteer, souvenir booths.
  - o Develop marketing opportunities w/ local hotels, art galleries, visitors bureau.
  - o Improve Summerfest information on vahi.org.
- Encourage participation by and benefits to local businesses.
  - o Offer other promotional opportunities – food tastings, publicity booth, etc. (?)
- Increase revenues:
  - o Offer Summerfest poster for sale?.
  - o Actively solicit donations to VHCA at entrance / exit to Summerfest.
  - o Reserve level of sponsorship, fees going directly to neighborhood.
  - o Make it easy to attend by offering shuttle bus this year, but advertise it more.
  - o Implement tighter cash controls.

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#### **VHCA Memberships:**

**Primary Contact:** Hannah Coker

#### **Goals:**

- (1) To increase VHCA membership dues to support VHCA treasury
- (2) To build a greater awareness of the VHCA and its role/efforts to neighborhood residents who are not yet involved with the association
- (3) To provide forums for our neighbors to get to know one another and connect at planned,

- fun, community events.
- ❑ Increase membership dues by 20% in 2008 over 2007
    - Solicit membership dues in summer issue of Voice
    - Solicit VHCA memberships at entrance to Summerfest
  - ❑ Develop and organize Membership Committee to create a variety of VHCA community events to further build the VHCA membership base and actively engage the community
  - ❑ Develop movie series in John Howell Park. Leverage event to provide community communications of zoning progress and to solicit VHCA memberships.
    - Research both purchase and rental options for the outdoor movies, and develop a business case for lease vs. buy options for equipment
    - Create and publicize a calendar of events
    - Develop other supporting activities, as appropriate, in conjunction with these events (board speakers, membership drive, concessions, etc.)
  - ❑ Work toward greater connection between VHCA Membership benefits and the neighborhood business community, such as obtaining discount agreements with local merchants that are available to card-holding VHCA members.
    - Maintain a list of local business discounts on the VHCA Membership page on the website
  - ❑ Source membership card supplier to have “real” membership cards created in the most cost-effective manner possible.
  - ❑ Recognize contributors by publishing VHCA members online and in Voice.
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**VHCA Home Tour:**

**Primary Contact:** Rob Glancy

**Goals:**

- Continue to develop the neighborhood home tour as one of the premiere home tours in the region.
- Maintain the grassroots feel of the home tour while showcasing exquisite homes coupled with first class food tastings
- Improve the profitability of the tour through close analysis of past successes and failures
- Develop a cohesive team to put on a neighborhood friendly event
- To be cognizant of issues regarding infill housing during the home selection process
- To showcase the importance of the historic character of Virginia-Highland through the homes selected
- To work toward more tie-ins with the local Virginia-Highland Business Community

**Tactics/Timeline:**

- 3/1/08 – 2007 Tour Director and Steering Committee in Place
- 4/1/08 – All committee chairs in place
- 5/15/08 – All Homes Selected for Tour
- 7/1/08 – All Restaurants Selected for Tour
- 9/1/08 – Sponsorship Deadline
- 12/6/08 & 12/7/08 – 2007 Virginia Highland Tour of Homes
- 12/7/08 – Tour Of Homes After Party

## Communications Committee

### Community Newsletter (“The Voice”)

**Primary Contact:** John Becker, Editor

#### Goals:

- ❑ Promote communications to community via quarterly publication of Voice.
- ❑ Attract more advertising revenue through improved newsletter and readership.

#### Tactics/Timeline:

- ❑ Assemble new staff, meet to confirm roles/responsibilities.
  - To be completed January 2008. Editorial/Design staff is same, but we will have new Board contact and new Business Manager.
- ❑ Complete publication schedule for the year and stick to it.
  - First issue was published week prior to Home Tour.
  - 2008 editorial calendar/schedule completed by John Becker and attached.



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- ❑ Continue quality articles and community participation.
  - John Becker, Editor, will remain focused on this goal and will continue to circulate new ideas for the newsletter.
  - Preeti Ayyangar has improved design and will continue to use “seasonal motifs” and more white space to promote readability.
  - Contributions from community will be solicited via community emails and mentioned at VHCA meetings.
  - To ensure substantive accuracy, proof will be reviewed and approved by entire Voice Staff, Robbie Russell and VHCA president prior to printing.
- ❑ Increase advertising revenues.
  - Consider increasing cost of advertising, taking into account cost of ads in similar publications.
  - Develop marketing flyer to solicit advertising from community businesses, along with details about format needed for ads/deadlines/sample of Voice.
    - Deliver, mail and/or e-mail to local businesses 3 weeks in advance of ad deadline each quarter. Talk it up at VHBA meetings.
  - Publish better copy/sample of Voice publications to solicit ads on Web site.
  - Collect advertising receivables.

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### Community Emails/Other Communications:

**Primary Contact:** Doris Betz

**Goal:** Keep interested neighbors informed of news that impacts the neighborhood via one or more electronic newsletters that cover various topics. Newsletters include:

- ❑ Community Email
  - Frequency: every 3-5 weeks
  - Provides information on the neighborhood including community news, upcoming events and neighborhood safety information.
- ❑ Neighborhood Happenings

- Frequency: every 2-4 months
- Includes information on events run by the Virginia-Highland Civic Association including Summerfest and Tour of Homes.
- Safety Report (optional)
  - Frequency: every 1-3 weeks
  - Includes crime reports and other safety-related news

**VHCA Website:**

**Primary Contact:** John Peak

**Goal:**

1. Continue to maintain a website with updated content and automated support for newsletter subscriptions to keep the community informed of activities and initiatives of the VHCA.

**Safety and Sidewalks Committee**

**Primary Contact:** John Wolfinger

**Goal:** Using community resources (residents / businesses), with support of governmental agencies and other organizations, promote a safe, clean, orderly and legally conforming neighborhood environment. This will in turn preserve and enhance a safe quality of life for residents of and visitors to Virginia-Highland.

**Tactics / Timeline:**

- Continue neighborhood watch program.
  - Continue to recruit Street Captains
  - Continue to involve neighborhood churches, schools, businesses and other organizations in the neighborhood watch program.
  - Hold a meeting of Street Captains, along with Zone 6, to discuss problems and successes of the program as it stands now
  - Work with the APD Crime Prevention Unit to help establish a city-wide organization of Public Safety neighborhood chairs for useful communications and info sharing.
  - Continue to work with Zone 6 police personnel to build on our good working relationship with our shared goal of a safer neighborhood.  
Continue the good working relationship with the civic association's sponsored off-duty police patrol and encourage the use of the cell phones by neighborhood residents provided to the patrol  
Continue to explore ways for greater communication and cooperation between the Safety Team initiative and the private FBAC off-duty police patrol.
- Pursue Additional Safety Initiatives
  - Begin a program to erase graffiti in conjunction with Keep Atlanta Beautiful. Charlie Lefort will be chairing with John Wolfinger.
  - Begin program to encourage homeowners to display visible street numbers
  - Liaise with neighboring public safety organizations to discuss ways to resolve common problems.
  - Communicate regularly with community via Safety E-Newsletter
  - Encourage and participate in parks and other neighborhood clean-up.  
Hold a National Night-Out event in August with Eleanor Barrineau chairing.
- Continue Sidewalk Repair Program
  - Hold sidewalk reimbursement budget to same level as last year.
  - Keep reminding neighborhood residents of the program via the Safety Team Report, the community newsletter, the VOICE newspaper, and via the neighborhood yahoo message board.