

Morningside Area Community Council

2011 Strategic Plan (Draft)

Agenda

- I. Welcome
- II. Framing the Day
- III. Setting the Context – Councilman Patrick Dowd
- IV. Review of 2010
- V. Goals, Priorities, Activities and Roles
- VI. Communications
- VII. Budgeting
- VIII. Fundraising

Review of 2010

Financial Review – MACC posted a balance of \$4800 as of January 2010. \$4000 in earned revenue (donations, membership, business contributions) was made to the organization. We also processed \$21,600 in grants through the organization that were used to procure improvements to the community (such as the new gateway signs, tree and flower plantings, etc.) and hire consultants (the community communications plan). In 2009 we had a net deficit, which was erased this year. Last year we budgeted \$5,000 for operations and activities. Through the end of the year we have posted a surplus.

Community Positives for 2010

- Improving the communications systems (both electronic and print)
- Well attended and positive community activities
- Good volunteer leadership...a lot of folks stepped up this year to help with events.
- City Planning Commissions approval of the Allegheny Greenway
- Completion of the new building at the corner of Greenwood and Morningside (and the addition of new tenants to the business district)
- We've planted over 100 new trees throughout the community
- Installation of the welcome signs
- Increase in MACC Membership
- Increase in student population at St. Raphaels
- Increase in participation with sports teams
- Ended the year with a surplus
- Electronic communication is getting the word out
- Housing values are going up
- T-Shirts!

Areas to Improve

- Overlook project is still outstanding
- Loss of coffeehouse and a community destination
- Need more fundraising for activities
- Need to better connect groups in the neighborhood
- No progress on the school project
- Stinkbugs have arrived in the community
- No restaurant

Issue Areas Identified

- I. Events and Communications
- II. Business District and Transportation

I. Events and Communications

Goals

- Increase resident involvement throughout Morningside
- Raise resources to implement great activities
- Foster community connections
- Have fun (both kids and adults)

Objectives

- Involve business
- Increase membership
- Work with VFW (veterans), Police, Fire

Tasks	Roles	Dates	Estimated Costs
Organize 4 community clean ups	Amy Ervin	April 16 th , June 4 th , August 6 th , October 22 or 29 th	\$500.00
Easter Egg Hunt	Jen and Tara	April 17 th	\$250.00
Yard Sale	Mike Hellman	June	\$200.00
Morningside Mile and 5K Fun Run	Tara, John Schnieder	September 10 th	
Community Day / Movie Night	Nan, Corrine, Emily, Yasmeen	TBD	\$1000 (grant from city)
Falloween	Katie Jones and Jen M	October 22/29	\$300.00
Christmas Carroling	Garrett Cooper / Mike Hellman	December 11 /18	\$150.00
Newsletter 4 x per year	Michelle Belan		\$1200.00

II. Business District and Transportation

Goal

To become a destination for unique specialty business ventures.

Objectives:

To develop a model that helps to guide reduction of space vacancy

Tasks	Roles	Dates	Costs
Conduct an inventory of existing available space and amenities	Matt Diersen and Ben Kelley	March 2011	None
Conduct and assessment of potential proprietors and develop and outreach plan	John, Garrett, Chris and Lisa	March 2011	None
Create and distribute promotional information document	Housing and Community Development Cmte (All)	March – June 2011	\$150.00 (printing and production)
Convene event to present information	H&CD cmte.	June 2011	\$100.00

**Spreading the Word (Communications)
Print, Electronic and Social Media Plan**

Newsletter

Content Deadlines	Printing and Distribution	Editorial Content
January	February	Retreat results, Calendar, Easter, Spring Clean Up, Membership, Spring Sports Registration
April	May	Yard Sale, Movie Night, Fall Sports Registration
July	August	Fall Activities Falloween, 5K Run
October	November	Winter Activities, Caroling, Elections

Electronic Media

Goals –

Create more community dialogue through...

- Development and posting of business directories and inventories
- Distribution of surveys and questions and...
- Matching activities and events

Budgeting – Resource Development

Current Balance - \$4200.00

Expense Items

Operations and Administration	\$1000.00
Membership	\$ 500.00
Newsletter	\$2500.00
Web and Electronic	\$ 250.00
Events	\$2000.00
Clean ups and Gardening	\$ 500.00
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	\$6750.00

Revenue and Fundraising Goals

Business and Corporate Contributions	\$2500.00
Membership (300 members @ \$5 per person)	\$1500.00
Pittsburgh Foundation and Individual Giving	\$2000.00
Event Donations and Sponsorships	\$1000.00
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	\$7000.00

Tasks

- 1) Join the Pittsburgh Foundation – Pittsburgh Gives Matching Campaign
- 2) Organize letter writing campaign soliciting a corporate match
- 3) Annual Membership drive
- 4) Insert donate button on the website
- 5) Business solicitation letter
- 6) Engage and solicit local officials for small donations