

**Morningside Area Community Council  
2013 Retreat Summary**

**Agenda**

- I. Housing and Partnering with ELDI
  
- II. Community Update and Organization Progress
  
- III. Membership
  
- IV. Key Projects
  - a. Housing and Community Development
  - b. Use of 2013 Activity Grant
  - c. 2013 Morningside Mile
  - d. Greening and Beautification
  - e. Communications
  - f. Field Improvement
  - g. School
  - h. Event Planning
  
- V. Fundraising
  
- VI. Calendar of Events

## **Annual Goals**

1. Engage more people in activities by increasing membership to 250 residents in 2013
2. Improve recruitment of volunteers by simplifying tasks and objectives, by recruiting 15 new volunteers
3. Enhance membership administration by making it easier to locate and join MACC

## **Outcomes**

- Facilitate better connections with residents
- Improve our organization capacity and diversify participation

## **Key Tasks**

- Improve our outreach through social media outlets, events and the electronic newsletter
- Free up resources by eliminating community wide mailing of newsletter and focus on electronic format and limited print distribution
- Focus on electronic newsletter
- Add a membership outreach volunteer
- Market and brand MACC events
- Create specific volunteer requests (Identify time, talent and skills needed)
  - Each committee chair drafts a position description
- Recruit block captains to spread information via word of mouth
- Membership – set up a table at the St. Raphaels Bizzare
- Organize small business information
- Host Fun/Social Events i.e. block parties, pot lucks at monthly meetings
- Recognize Business sponsors with plaques
- Provide volunteers with gift cards when they hit so many hours of service
- Outline member benefits
- Improve MACC Presence on Next Door Morningside
- Define member benefits

## **Use of Activity Grant and the Morningside Mile**

- The committee agreed that best use of the Activity Grant from the City for 2013 would be to incorporate the grant with the events associated with the Morningside Mile.
- The Mile is a project of MACC in partnership the Morningside VFW

- 30 percent of the proceeds of the event are used to support MACC's administration of the event. 70 percent are donated to the charity of choice determined by the nominated honoree.
- Spaghetti Warehouse will be catering the spaghetti dinner this year, which will be on March 3<sup>rd</sup>.
- The Mile is looking to grow the number of runners this year up to 250.
- So far, the Mile has generated roughly \$2000 which is in a savings account and \$1500 in checking for working capital and event related expenses.

### **Executive Committee**

- Redesign MACC Meeting Format and promote agenda before hand using social media
- Implement Consent Agenda for 'normal' business
- Use monthly meetings to check-in with Plan
- Begin annual planning process in November to 'start' the year
- Make meetings more fun by introducing a speakers series and hosting potlucks/food

### **Housing and Community Development**

- H&CD Committee will meet with residents of 'south' Morningside to learn about their housing concerns and explore the opportunity that could be provided by a partnership with East Liberty Development Inc.
- Field Improvement Project – Reconvene steering committee in Mid February to finalize priorities and projects, begin fundraising in February and March
- Follow up with Pittsburgh Public Schools and Fourth River Development on the disposition process and the results of the Fourth River study.
- Continue to pursue 62<sup>nd</sup> Street Bridge Gateway Improvement

### **Greening and Beautification**

- after 8 years of serve Amy Ervin will be stepping down as Greening and Beautification Chairperson
- A volunteer description will be crafted for the 3 activities of the G&B chair. It was recommended that Garden Club, Clean Ups and Tree Planting be separated and three volunteers be recruited to handle each job.
- Earth Day is Scheduled for April 20<sup>th</sup>

### **Communications and Event Planning**

- Print the final 'print' newsletter in March

- Spaghetti Dinner benefiting the Morningside Mile is set for March 3<sup>rd</sup>
- Easter Egg Hunt is scheduled for March 24<sup>th</sup>
- Community Yard Sale – June TBD
- Morningside Mile is scheduled for September 8<sup>th</sup>
- Falloween is scheduled for either October 12<sup>th</sup> or 19<sup>th</sup>
- November will be volunteer appreciation night for the MACC meeting
- Merry Morningside is scheduled for December 15<sup>th</sup>
- MACC would like to host community dinners/pot lucks during monthly meetings in the months of March (Terry Golden Bulldog Pub), June (Bill Fuller Big Burrito Group), September (Union Pig and Chicken) and December (Community Soup Contest)