

The meeting of the Neighborhood Leadership Alliance (NLA) was called to order at 4:00 p.m. on Tuesday, October 12, 2021, online and by phone.

1. **Roll Call:** Summer Sears (Chair), Dave Johnson (Vice Chair), Karen Bergsvik, Jim Christo, Chris Friess, Cassie Giddings, Shawn McFadden, Lisa Mushel, Chris Pearson, Steve Pine, Elizabeth Rhodes, Kathy Roche, Morgan Schmidt

## 2. Approve Minutes

Member Mushel moved to approve the September 21, 2021 NLA Meeting Minutes. Member Schmidt seconded the motion, the motion passed unanimously (11-0).

## 3. Public Comments

Member Johnson joined the meeting at 4:03 p.m.

## 4. Proposed Shelter Code

- a. **Council Goal: Take meaningful action to make this statement a reality: People who live and work in Bend can afford housing in Bend**
  - i. **Strategy: Invest in programs and partnerships that result in collaborative, concrete actions toward ending homelessness in Bend**

Susanna Julber, Senior Policy Analyst, presented an overview of the proposed shelter code story map.

Member Friess joined the meeting at 4:19 p.m.

## 5. NLA History, Role, Council Assessment

Makayla Oliver and David Johnson presented the following slides on the NLA's History, Role and Council Assessment:

- Agenda Today
- Goal of the Day
- Brief Timeline
- Neighborhood Association Roundtable
- Neighborhood Leadership Alliance
- Bend Code 1.20.100 NLA
- Bend Code 1.20.100 NLA Continued
- Flow Chart
- 2021-2023 Council Goals
- Assessment Plan

- NA Board, Member Recruitment and Engagement
- What Has the NLA Already Done? Should We Revisit?
- Goal 2 Accomplishments
- Tried and Didn't Quite Succeed
- Brainstorming

## 6. Neighborhood Association Recruitment & Engagement Discussion

### Members Brainstormed the following:

Member Schmidt left the meeting at 5:15 p.m.

- Barriers – What keeps us from recruiting and engaging new board members?
  - Volunteer turnover and recruitment
    - Parents and families are too busy to volunteer.
    - Volunteers come in with their own agendas for what they want to accomplish.
    - Recruitment of board members requires personal relationships, which take time.
    - People do not see the benefit of a Neighborhood Association. There is not much passion to getting involved without controversy.
    - There is lack of clarity of what an NA is.
    - People will volunteer, but are not willing to take on the work required.
    - Marketability is difficult. To date boards do not have much to offer neighbors except help with land use issues and specific safety and traffic concerns, advocacy on issues of concern to neighbors (e.g. fireworks, septic to sewer, etc.) and the Good Samaritan shoveling assistance.
  - COVID-19
    - COVID has prevented boards from meeting in person.
    - COVID has changed values and perspectives.
  - Diversification & Representation
    - Black, Indigenous, People of Color (BIPOC) perspectives are in high demand.
    - Boards are competing for volunteers with 70+ organizations.
    - Bend is not diverse. Equity goals are unreasonable.
    - Lack of knowledge of who to ask for help on knowing how to diversify.
    - Board meetings are too structured and not conducive to getting diverse populations and perspectives.
  - City Support
    - The City needs to show more dedication to the NAs. Importance of the NAs is not communicated with the community.

- Boards feels unheard and un-responded to.
  - Neighbors and/or volunteers feel unheard and feel like their time is not valued.
  - The City does not respond to neighborhoods.
  - Misperception or disconnect about who the City believes the NLA and NAs are and who the NLA/NAs think they are.
  - Better way to track communication from the City. Needs more information on the Neighborhood Street Safety Program (NSSP) and Transportation Bond Oversight Committee (TBOC), which is hard to follow.
- Successes – What has worked for Neighborhood Associations? Share your best practices for recruiting board members.
  - Communication & Outreach
    - Utilizing the City budget for mailings.
    - Advertising general meetings have led to new board members.
    - Email communications and alerts.
    - Newsletters.
    - Recruitment focused mailings.
    - Social media outreach – ads, posts, events.
    - Translating materials into Spanish.
  - Board Roles & Responsibilities
    - Defining expectations of board members so people know what they are signing up for before they dive in.
    - There has to be opportunities for people to get involved that are easy, simple, and do not require an ongoing commitment of time.
  - Unification on Complicated Community Issues
    - Concerns about losing resources in neighborhoods (i.e. greenspace, trails, views...etc.)
    - Controversy equals engagement.
    - Members tend to sign up when something they feel strongly about is threatened.
    - Safety issues have brought people together (i.e. Neighborhood Street Safety Program, Bend Parks & Recreation Trails, Refinement Zones)
    - Posting more land use notices on social media has drawn more interest in land use.
- Opportunities - What are some ways you want the City and/or the NLA to support the Neighborhood Associations?
  - Work with Human Rights & Equity Commission on recruiting diverse boards.
  - Work with Latino Community Association on outreach tools for the Latinx community.
  - Member Johnson proposal to lead a group of people who have been active with the NAs and NLA (with overlapping experience) to create an annotated timeline from the beginning in 2001, to use as one of the recruiting tools.
  - Find an account manager for Hootsuite.

- Can the City Council member who is assigned to each NA help identify potential new board members from who they know?
- What resources, connections, introductions, groups, City staff and the City can bring to the table?
- Find ways to publicize contributions that the NLA and NAs have made.
- Change culture so that interaction with the NAs are not avoided.
- Opportunities - What are some ways you want the NAs to collaborate [with each other, other organizations and businesses]?
  - Why are all NAs creating the same post on Facebook [for “Septic to Sewer,” “Potholes” ...etc.] when one person could craft the message for all to share?
  - Find new ways to be efficient – work smarter not harder.
  - NLA and the NAs need to work together on recruiting. This has been approved by the Council.
  - Central Oregon Community College (COCC) holds classes on business and hobbies – could they do something with nonprofits and/or community organizations?
  - Trying to use high school and college students as a resource.
- Opportunities - What have you seen work elsewhere, in other cities?

## **7. NLA Representative Reports**

NLA representatives presented updates on each of their Neighborhood Associations.

Member McFadden left the meeting around 6:00 p.m.

Member Johnson left the meeting around 6:00 p.m.

**Adjourned at 6:14 p.m.**

Respectfully Submitted,

Kayla M. Duddy  
Deputy City Recorder