

The meeting of the Neighborhood Leadership Alliance (NLA) was called to order at 4:00 p.m. on Tuesday, June 14, 2022, online and by phone.

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

Absent: Summer Sears, Lisa Mushel

1. Approve Minutes

Member Friess moved to approve the May 10, 2022 meeting Minutes. Member Schmidt seconded the motion, the motion passed unanimously (11-0).

The committee approved the May 16, 2022 special meeting minutes.

2. Public Comments

No public comment.

3. City and Neighborhood Assessment Results

Zavier Borja, Community Relations Manager, and Makayla Oliver, Community Relations Manager, presented the following slides on the City Outreach Assessment and the Neighborhood Assessment Results:

- 2021-2023 Council Goals
- City Outreach Assessment:
 - Setting the Stage
 - Communities Worked With
 - Themes
 - Proposed Projects
 - Questions About City Outreach Assessment?
- Neighborhood Association Program Assessment
 - The Path to Innovation Uses Human-Centered Design
 - Framing the Problem
 - Neighborhood Association Program Review
 - Neighborhood Assessment Inputs
 - Assumed Barriers to Recruitment and Engagement
 - Neighborhood Association Conversations
 - Communications Survey
 - Community Survey Theme

- Questions

4. Strength, Weakness, Opportunities, and Threats (SWOT) Assessment

Oliver reviewed NLA focused assessment comments.

Members provided the following feedback:

- NLA Strengths
 - Talented NLA representatives with diverse opinions
 - High NLA attendance rate
 - Access to City staff and presentations for people working on projects relevant to the neighborhoods
 - Presentations have been good and members are learning a lot, including contacts
 - NLA representatives acting as a conduit and sharing information with their Neighborhood Associations (NA)
 - Staff responses to the NAs are helpful (Citizen Service Requests map)
 - Citywide perspective from all neighborhoods that have developed over four years of the committee – created a consensus on top priorities among neighborhoods
 - Fire resilience – connects the NLA and helps get ideas
 - Sharing information
 - Staff support
 - Ability to create tools – land use education project
 - Strength in working groups
 - Hybrid meetings
- NLA Weaknesses
 - Not clear on how the meeting agendas are made
 - There is confusion on the difference between the Neighborhood Association Roundtable (NART) and the NLA – why are there two committees?
 - People are concerned about the relevance of the NLA – not much interest, no feelings of connection
 - Citywide concerns are often last on the priority list
 - Better coordination with the city – public hearings, laws, land use, what is coming
 - Old Bend NA and Boyd Acres NA need venues – accessibility
 - NART was created for best practices and collaboration – wanted to have a platform with Council
 - Surveying members within a timeframe to provide valuable input
 - How do the representatives know what their membership and neighborhoods want?
 - How do we ask consistently in a fair, equitable and diverse way?
 - People feeling like they are not represented by the NLA or their NA
 - Trying to represent diverse viewpoints – not representing just those who are engaged

- Land Use Networking Group – how does this filter into the NLA so that the NAs are represented appropriately
- NLA Opportunities
 - Personal relationships – how does the NLA translate Xavier Borja’s partnerships to the NAs
 - More programs like the Neighborhood Street Safety Program
 - Spanish language matters and outreach
 - Human connections in a diverse way that is respectful – root of what it means as a neighborhood – NAs available in that way
 - Improving ability to communicate in different ways (social media, a way to connect that is engaging)
 - Strong neighborhoods lead to a strong NLA
 - Embracing change – personal connectivity being designed into
 - Growing awareness for representatives aside from own values, be curious about other opinions, and bringing opinions to the table
 - Renaming NAs to Neighborhood Districts
 - Continue to remove barriers for participation
- NLA Threats
 - Diluting influence when speaking to the NLA than NAs
 - Lack of affordable housing – losing board members, living where available, maybe not desired area
 - Neighborhoods with less residential, more industrial and commercial
 - Perception: Council and Yes in My Backyard (YIMBY) communities, not every NA is Not in My Backyard (NIMBY)
 - Growth – housing units exploding the makeup of neighborhoods changing
 - Homeowner Associations (HOA) vs NAs confusion
 - Partisanship (houseless, affordable housing) easy to slip into advocacy
 - How do people living in Bend define the NAs?
 - Neighborhoods are growing
 - People think of neighborhoods smaller than they are
 - Why isn’t there more young people incorporative into these civic conversations? If the NAs do not reach that population, they are going to continue to lose credibility
 - Economic: time, finances, childcare and basics needs
 - How do short-term rentals influence neighborhood character?

5. Outstanding Items

- **Committee Appointment Process**

Oliver reviewed the committee appointment process.

- **Working Groups**

Member McFadden, Pearson and Friess showed interest in the Short-Term Rental Working Group.

6. Elections & Next Steps

Oliver reviewed the election process and next steps.

Member Schmidt commented on serving in an Interim Chair role until the end of the year.

Member Schmidt, Larkspur NA reported on the following:

- The board will be meeting with Central Oregon Villages Monday, June 20, 2022 at 6:00 p.m.

Member Friess, Old Bend NA, reported on the following:

- John Fisher has been elected as the Old Bend NA Chair
- Karen Hardy is the Old Bend NA Administrative Assistant
- Richard Ross remains as the Old Bend NA Vice-Chair
- The board has received input from developers on the south of Arizona Avenue

Member Bergsvik, Southern Crossing NA, reported on the following:

- The board met with the Hayden Homes Amphitheater to discuss the summer concerts

Member Roche, Boyd Acres NA, reported on the following:

- The board is having their annual meeting at Rockridge Park – hoping to create a new board

Member Rhodes, Southwest Bend NA, reported on the following:

- Southwest Bend NA, Southern Crossing NA and Century West NA Deschutes South Canyon Survey – 2,039 responses, 1,000 people contributed and had responses from all 13 NAs

Member Pine, Mountain View NA, reported on the following:

- Gathering at Al Moody Park

Member Christo, Southeast Bend NA, reported on the following:

- July 15, 2022 opening of the Alpenglow Park – there will be tables for Southeast Bend NA and Old Farm District NA

7. Important Upcoming Dates

- **June 15, 2022 5:00 p.m. City Council Work Session: Wildfire Preseason Update**
- **June 15, 2022 7:00 p.m. City Council Regular Meeting: VisitBend Business Plan**
- **NO COUNCIL MEETING JULY 6, 2022**
- **July 20, 2022 5:00 p.m. City Council Quarterly Update**

Oliver shared the following:

- City Council will be discussing unsanctioned camping at their June 15, 2022 work session

- The Communications Department purchased a mailing list.

Adjourned at 6:00 p.m.

Respectfully Submitted,

Kayla M. Duddy
Deputy City Recorder