

**Encanto Neighborhood Community Planning Group (ENCPG)  
CIP Outreach Ad-Hoc Committee Meeting**

**Jacobs Center, 404 Euclid Avenue, San Diego, CA 92114, Community Room**

**September 20, 2012, 6:00 p.m. – 8:00 p.m.**

Website: <https://sites.google.com/site/encantoplanninggroup/>

Contact Us by Email: [encpgchair@gmail.com](mailto:encpgchair@gmail.com)

**Attendees:** Latasha Taylor, Charles Davis, Bruce Williams, \*Marry Young, Salimisha Logan, Mary Ponder, \*Derryl Williams, \*Brian Pollard, \*Ken Malbrough, \*Maxine Sherard. **Absent:** \*Khalade Saiaam-Al.

**Minutes**

1. The first meeting of the **CIP Outreach Ad-Hoc Committee** was called to order at ≈ 6:15 by Ken Malbrough.
2. Ken Malbrough volunteered to act as Committee Chair, Brian Pollard volunteered to act as Co-chair, and Maxine Sherard volunteered to act as Secretary
3. **Outreach Committee Objectives:** Ken Malbrough, Chair reviewed the six objectives and the mandate of the **Committee**, stating that other Groups were tasked to do the same. Ch. Malbrough indicated this assignment was to be completed by November 7, 2012, and that his goal was to be the “best of the groups.” Develop an outreach strategy
  - a) Meeting(s) and locations
  - b) Provide training to community members on CIP’s
  - c) Prioritize current un-funded but approved CIP projects
  - d) Take in new CIP project ideas from community members
  - e) Collect all data for delivery to the CPC

The Committee briefly brainstormed on the following outreach committee objectives:

4. **Outreach strategy: Discussion/action**  
Discussion and dialogue led to the following assignments/check lists of contacts for in-depth outreach in the Encanto community:

**Action#1on Outreach Strategy:**

Bruce Williams- Check off list of ≈15,000 to put in an email blast by staff, and highlight in the weekly newsletter;

Marry Young- Military housing in the area (Lincoln Housing own);

Salimisha Logan- Identified organizations such as CNA, San Diego Connect (D. Walters), Unity in the Community, including the local pan-Hellenic Council; she will bring a list of organizations to the next meeting;

Maxine Sherard- Inquired about the businesses and churches in the area. Diamond BID was identified. Mary Ponder will contact Max Zaker, fm chair of BID at (619) 952-1479 or [max@zakergroup.com](mailto:max@zakergroup.com). Bruce Williams will provide a list of churches. UAAMAC should be contacted and included.

Brian Pollard- Contact schools in the area, PTA's and Cluster Groups, including putting CIP on marquees. Area New Media, including the Voice & Viewpoint, Monitor, Health Cr Newsletters, in addition to Park and Recreation Boards;

Charles Davis- Jacobs Cr website, post on Public Board and at Events;

Latasha Taylor- Recommended placing flyers on poles at Trolley Stations. Derryl Williams will contact Rob Shoot, MTS Director.

**Action#2 on Outreach Strategy:** Mary Ponder will collect your ideals on a flyer. Concepts may include "Have a Say!" feel, needs assessment, baby steps, "get people to the table" approach, make personal, include a map and/or listing of neighborhoods in the Encanto projects area. Contact Mary at (619) 512-7994 or [mponder603@gmail.com](mailto:mponder603@gmail.com). Send her your ideas and/or draft.

## **5. Meeting(s) and locations: Discussion/action**

A lengthy discussion ensued on the parameters for the meetings and the locations. It was decided that:

Two meeting and a third, if necessary was adequate

Facilities should accommodate a capacity of 65 – 100

Meeting dates to be scheduled from October 8th to October 20th;

Weekday meetings be scheduled from 6:30 – 8:00pm, Saturday meetings to be scheduled from 10:00am to 12:00 Noon;

Action on Meeting/Location: Marry Young will contact NYE Elementary, Charles Davis will contact Jacobs Center; Ken Malbrough will contact O'Farrell, Latasha Taylor will contact Malcolm X Library;

## **6. CIP Training presentation: Discussion/action**

The power point training presentation identified on pages 2 and 3 of the

meeting agenda was reviewed and discussed by the Committee. It was agreed that the presentation is to last no more than 20 minutes.

Action: Ken and Barry will tag team the presentation- Barry before and Ken afterwards. The presentation will be augmented with recent and identifiable projects undertaken in the community. Charles and Marry will provide slides for augmenting the presentation.

**7. Prioritizing of current CIP projects: Discussion/action**

It was noted that some project descriptions are missing from some of the current listing of projects. There are eight items to be prioritized from the listing of current CIP projects. Ken suggested possibly creating a ballot that would include information/guidelines for prioritizing the current projects, including a ranking system. Barry suggested the survey monkey.

Action: No final action as such was taken at this meeting on how to prioritize current CIP projects in the Encanto project area. Bruce Williams will pursue the missing information (descriptions) on the current CIP projects.

**8. New CIP project ideas: Discussion/action**

The attached Request Form was briefly discussed. No action was taken.

**9. Collection and delivery of CIP data**

Ken suggested an electronic form or spreadsheet version could be used to collect and tabulate all data. We can also turn in the collect sorted CIP application forms filled out by community citizens.

**10. Next Meeting:** The next meeting of the **CIP Outreach Ad-Hoc Committee** is scheduled for Thursday, September 27, 2012 at the Jacobs Center, 6:15 – 7:15pm.

## ENCPG CIP Outreach Committee Action Plan

Action Item	What	Who	Due Date
Outreach Strategy-01	Check off list of ≈15,000 to put in an email blast by staff, and highlight in the weekly newsletter	Bruce Williams	9/27/2012
Outreach Strategy-02	provide a list of churches. UAAMAC should be contacted and included	Bruce Williams	9/27/2012
Outreach Strategy-03	Military housing in the area (Lincoln Housing own	Mary Young	9/27/2012
Outreach Strategy-04	Identified organizations such as CNA, San Diego Connect (D. Walters), Unity in the Community, including the local pan-Hellenic Council; she will bring a list of organizations to the next meeting	Salimisha Logan	9/27/2012
Outreach Strategy-05	Inquired about the businesses and churches in the area. Diamond BID was identified. Mary Ponder will contact Max Zaker, fm chair of BID at (619) 952-1479 or max@zakergroup.com	Maxine Sherard	9/27/2012
Outreach Strategy-06	Contact schools in the area, PTA's and Cluster Groups, including putting CIP on marquees. Area New Media, including the Voice & Viewpoint, Monitor, Health Cr Newsletters, in addition to Park and Recreation Boards	Barry Pollard	9/27/2012
Outreach Strategy-07	Jacobs Cr website, post on Public Board and at Events	Charles Davies	9/27/2012
Outreach Strategy-08	Recommended placing flyers on poles at Trolley Stations. Derryl Williams will contact Rob Shoot, MTS Director	Latasha Taylor	9/27/2012
Outreach Strategy-09	Contact UAAMAC should be contacted and included	Bruce Williams	
Outreach Strategy-01	Collect ideals on a flyer. Concepts may include "Have a Say!" feel, needs assessment, baby steps, "get people to the table" approach, make personal, include a map and/or listing of neighborhoods in the Encanto projects area. Contact Mary at (619) 512-7994 or mponder603@gmail.com. Send her your ideas and/or draft	All CIP Committee Members	9/27/2012

## ENCPG CIP Outreach Committee Action Plan

Action Item	What	Who	Due Date
Meeting(s) and locations-01	Contact NYE Elementary	Mary Young	9/27/2012
Meeting(s) and locations-02	Contact Jacobs Center	Charles Davis	9/27/2012
Meeting(s) and locations-03	Contact O'Farrell	Ken Malbrough	9/27/2012
Meeting(s) and locations-04	Contact Malcolm X Library	Latasha Taylor	9/27/2012
CIP Training presentation-01	Provide slides for augmenting the presentation to Ken Malbrough	Mary Young	9/27/2012
CIP Training presentation-02	Provide slides for augmenting the presentation to Ken Malbrough	Charles Davies	9/27/2012
CIP Training presentation-03	Give a CIP Training presentation to the CIP Outreach Committee	Barry Pollard Ken Malbrough	During the third scheduled meeting
Prioritizing of current CIP projects-01	Provide a ballot for current CIP projects prioritizing	Ken Malbrough	9/27/2012
Prioritizing of current CIP projects-02	Look into Survey Monkey for online voting of current CIP projects prioritizing	Barry Pollard	9/27/2012