

**HISTORIC JACKSON WARD ASSOCIATION, INC.
STRATEGIC PLAN 2007-2012**

Vision: The Historic Jackson Ward neighborhood will be the preferred place to live, work and play as a neighborhood that is safe, attractive, and alive with cultural and historic resources available to residents of and visitors to the City of Richmond. (Draft 6/2/07)						
Mission: The mission of the Historic Jackson Ward Association, Inc. shall be to unite, protect, and advance the interests of the neighborhood in order to realize its potential and improve the quality of life in the neighborhood and community. (Adopted February 2006)						
Goals:						
	◇	To increase the membership of the association and the level of participation of the residents of the community				
	◇	To increase community awareness of the association's activities				
	◇	To enhance relationships/communications with city government				
	◇	To improve/increase relationships with key stakeholders and groups that may impact the community				
	◇	To address quality of life issues that affect the community including, but not limited to blight removal, negligent landlords, safety, and community beautification.				
	◇	To provide social and cultural activities for residents and visitors to the neighborhood.				
Objectives:						
Objective		Projects/Tasks	PO/ C	Strategies	Activities	Due Date

<p>Improve or enhance relationships with key external groups to advance the interests and potential of the neighborhood.</p>	<ul style="list-style-type: none"> Meet with Eugene Trani (or his representative to develop a high-level relationship with Virginia Commonwealth University (VCU). 	<p>Finley/Pick</p>	<ul style="list-style-type: none"> Schedule and hold meeting with appropriate officials to establish a relationship, identify contact persons, and to explain the association's goals and objectives. Identify neighborhood residents or other interested parties to assist the PO/C with carrying out identified activities. Identify financial or other resources needed to conduct the activity. 		
	<ul style="list-style-type: none"> Meet with appropriate official of the athletic department to seek to improve the quality of the playing surface of the field at the Adult Career Development Center (ACDC) in Abner Clay Park. 	<p>Finley/McGee</p>	<ul style="list-style-type: none"> See Above 		

	<ul style="list-style-type: none"> • Develop a relationship with the urban planning department at VCU to explore possibilities for beautification and other projects 	Finley/Braxton-Lee	<ul style="list-style-type: none"> • See Above 		
	<ul style="list-style-type: none"> • Meet with city officials from the Department of Community Development, Economic Development, and Parks and Recreation to discuss our objectives. 	Milio	<ul style="list-style-type: none"> • See Above 		

	<ul style="list-style-type: none"> • Meet with corporate officials as designated relationship managers: <ul style="list-style-type: none"> ➤ Capital One ➤ Mead Westvaco ➤ BioTech Research Park 	<p>Finley</p> <p>Murray</p> <p>Milio</p> <p>Murray/ Blakney</p> <p>Smith</p>		<ul style="list-style-type: none"> • Meet with Nicole Colomb and the BioTech Communications Committee quarterly to discuss interests of the neighborhood and possible group activities • Conduct quarterly tours of Jackson Ward with BioTech employees to introduce businesses, museums, restaurants. • Identify financial and volunteer resources for the neighborhood activities posted on BioTech Web and media access station • Set up tours of a variety of BioTech Business for HJW residents and businesses.. seek input from residents via newsletter and email announcements • Discuss possibility of a Spring 2008 Job Fair 	
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	<ul style="list-style-type: none"> Meet with private developers. 	TBD	<ul style="list-style-type: none"> Work with the City and private developers to eliminate blight in the neighborhood generally and for specific buildings including the Hippodrome and the Leigh Street Armory 		
	<ul style="list-style-type: none"> Continue the association's participation in the City Lights program. 	Finley/Powell			
	<ul style="list-style-type: none"> Promote the re-activation of the Historic Jackson Ward Business Association. 	Finley/Milio			
	<ul style="list-style-type: none"> Continue and enhance the relationship between the association and the Richmond Police Department. 	Entire Board			

<p>Address and improve the physical and aesthetic aspects of the neighborhood.</p>	<ul style="list-style-type: none"> • Develop and implement a signage program to identify the neighborhood. 	<p>Longest/Murray</p>	<ul style="list-style-type: none"> • Work with Cornerstone Architects, Philip Morris, and the City of Richmond to design and install appropriate signage to identify the neighborhood. • Pursue banner signage from the City 	<ul style="list-style-type: none"> • List with DPW work order for signs • Find contact and correct department for signs by Dec. 1, 2007 • Bring the information to Board in January 2008 • Begin process board votes on 	
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	<ul style="list-style-type: none"> • Develop and implement a neighborhood beautification plan that includes Abner Clay Park, the Adams Street green space and other areas to be identified. 	Powell/McGee	<ul style="list-style-type: none"> • Work with the Lewis Ginter Botanical Gardens, University of Richmond, the City of Richmond, and VCU to develop an appropriate plan. • Work with a private neighborhood developer who has some interest in this activity. • Improve curbside a appeal with: <ul style="list-style-type: none"> ➤ Period Lighting ➤ Sidewalk Repair and Maintenance ➤ Landscaping • Conduct at least two neighborhood clean-ups per year • Initiate an Adopt-a-Street program • Attack blighted property 	<ul style="list-style-type: none"> • Attend Vacant Properties Workshop • Draft HJWA property 	May 2008
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	<ul style="list-style-type: none">• Explore the feasibility of a restricted (permit) parking program for all or a portion of the neighborhood.	Braxton-Lee			
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<p>Increase and enhance the neighborhood stakeholders' (citizens and businesses) participation and energy.</p>	<ul style="list-style-type: none"> • Continue and improve upon communication with stakeholders. 	<p>Milio/Braxton-Lee</p>	<ul style="list-style-type: none"> • Publish and distribute a quarterly newsletter to residents, businesses and other interested parties. 	<ul style="list-style-type: none"> • Purchase through the association appropriate software so that all materials are compatible between editors (JoAnn Braxton-Lee and Marilyn Milio) and website master(Vicki Mollenauer). • print 1000 8-12 page newsletter, The Ward that will report on city council, city activities, local calendar of events, updates on HJWA activities, etc. • assemble Ward Ambassadors to distribute newsletters door to door. Ambassadors will • distribute to assigned area • greet neighbors and businesses • report back to JoAnn or Marilyn any feedback or requests from neighbors • promote membership, activities, participation and advertising in Ward • actively seek advertisers for the newsletter • post newsletter on website and provide link to various 	
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	<ul style="list-style-type: none"> Conduct a campaign to increase the number of members of the association. 	Hurte			
	<ul style="list-style-type: none"> Plan and conduct celebrations and cultural activities to showcase the Historic Jackson Ward neighborhood. 	Smith/Murray	<ul style="list-style-type: none"> Host a historic music festival featuring music of the heyday of 2nd Street. Host a Christmas Party, National Nigh Out Against Crime and other activities at Abner Clay Park. 		
	<ul style="list-style-type: none"> Establish a Welcome/Hospitality Committee 	Entire Board			