

Westwood Unidos Leadership Team Meeting
9/25/13

Attendance:

Ana Claudia
Sesy Sandoval
Socorro
Angela
Paty Grado
Joseph Teipel
Christy Longsdorf
Reyna Zarate
Austreberta
Rachel Cleaves
Watkins Fulk-Gray
Jose Esparza
Mike Green
Marilocha
Genaro

Introductions:

Say your name, and say what makes today a good day?

Old business:

Rachel: Thanks for coming to the leadership meeting. We have a guest, thanks for coming Genaro. Part of what we're going to talk about is old business, so you might not follow us there. If you could look for this document, —I want to say first— Westwood Unidos has laws for our organization and it's important for making decisions, although it's boring. One topic that's come up is that some members of the Learning Center who don't live in WW don't know if they can or should participate, and I want to make it clear that yes they can. I brought new text for our laws, which is underlined. It says that members can fit in two categories: residents, and parties interested in working with us, so that can include people from other neighborhoods. Point 3 says that we should have 51% of the leadership group as residents of this neighborhood. We added a part that said residents who live in other neighborhoods who have something to contribute, WU never rejects help. If you could all read this, we can have a vote to see if we want to include this.

Joseph points out there's a small typo in the English section.

Norma: Are these rules fixed if we do this, or will they keep changing?

Rachel: They can always change, but they will be fixed if we vote yes on this.

Rachel: Let's do a vote. If you agree with these changes raise your hand. If not, raise your hand. All vote for changes. Thanks for your understanding.

Socorro: Next is new business, co-chairs of action teams.

Rachel: I've prepared the budgets of the action teams for you all to look at. The first page is the budget for all of WU. The budget is for one and a half years. January 2013 to May of 2014. In the columns, each month appears. I didn't include each month up until May, but the money has to last until then. What are our uses of money? 1) employees and accounting, \$65 per month. 2) the community connector for food access committee, a woman named Michelle.

Joseph: We haven't spent all that money yet, but it should last.

Rachel: Next we have the newsletter coordinator, who we're paying \$200 per month. We should have some money left over for that. Food for meetings, we need to find \$2,000 to cover funds for that from now on. We're now meeting at 10, so we don't need food for the meetings. We used to spend money on food when we met at night. Please if anyone has comments please say them, otherwise we'll get to it at the end. \$700 for an annual event. We have \$4500 for an appreciation celebration. We have around \$6k that we haven't spent, and we need a plan for how to spend it. Each action team has money for babysitting. Food access and security have spent money, but the other groups haven't spent any money. For interpretation we lack money, and I propose we put the \$600 that we're not spending with the coordinator toward it.

Paty: Why is the money from January to May?

Rachel: The people who give us money, or are the Denver Foundation and URL, didn't give us money until June. We could've kept going with our budget, or we could wait a year to spend it. I looked at how much you were spending, and there wasn't very much. The only cost we had was interpreting. We decided to take a year to spend their money, but we also have to incorporate the next 6 months, so I added it up, but there aren't a lot of expenses. The other expense we had was the Learning Center because they were paying rent.

Jose: Are we going to August or May? We would only need \$1000 if so.

Rachel: You're right, add another \$400. Take \$1600 out of the celebration budget, which would leave us \$4,300. Is this ok with everybody? We can decide today how we want to have parties.

Christy: When does funding from LiveWell come in? In the future are we going to have June to June funding?

Rachel: Yes. The Denver Foundation didn't want to give any money until we've spent all that we have, so that gives us no fluidity. Christy, and I know you can't say for sure, but do you think ULC will continue funding WU in 2014?

Christy: I would say probably not at the same level. It'll be a different investment in the neighborhood, and not specifically WU. The \$25,000 per year will probably not be happening.

Rachel: Will you plan to bring that information to a future leadership meeting so we can plan for that?

Christy: Sure

Rachel: The next page has the budget of each committee. What we have here are ideas for how to spend their budgets, but not strict ideas. Maybe we should invite Norma and Angela to talk about how they've planned to spend their budgets?

Angela: Most of the expenses May-September, we've done this like renting dumpsters, buying brushes and things. Someone donated a shed to keep supplies near Munroe that's stocked with brooms and rakes and things that our volunteers use. Most expenses have been dumpsters, supplies for projects, and food for projects. Norma anything to add?

Norma: No that's pretty much it, money to rent the dumpsters and some snacks after the project. That's all we've used.

Rachel: Do you all feel comfortable with the amount of funding. [Indicate yes]

AC: For the built environment committee, we haven't planned projects that require much funding, mostly just the time of residents. Most spending is going to be in the spring, the beginning of next year, a project will be implemented which will be lighting for residences, lights in the front and in the back of houses. The committee is planning on paying an electrician and buying lighting supplies. We're also giving incentives to residents to do the transit-oriented campaign. Also, we're going to be doing a tree-planting campaign for residents. And some of the money will assist them in buying trees. The expenses of that project we're still figuring out. That's all. Reyna, anything else?

Reyna: No I agree with everything you said.

Joseph: Food access committee- our community connector Michelle Mendez just started in August so our promotora budget will definitely last through May. She's helping a lot, her and Patty are working together to get people to come around to the idea of food access and coming to meetings. The line item I'm not sure about is the community kitchen. We've had designs done, which was paid for by other funding, so we're going to be much clearer about the build out costs, and when that comes we'll be talking with you all about those costs. We have plans to do everything on here, which aren't contingent on

kitchen being done, but are contingent on that project being in place and so we don't anticipate spending these other expenses until next year.

Reyna: We're spending most of our budget on rent, we had a bill recently to do some promotion, some t-shirts and bracelets... food, and that's it. Austre is the co-chair, here...

Austre: We've spent money on rent, and some other materials we needed.

Rachel: Your budget is a little different, I realized that rent is more than earlier we thought, so I brought up the rent and took out some of the incentives for young people and other things, but it will be your decision to see if you want that.

Reyna: That's fine.

Rachel: Every 3 months we're going to go over this, and this is on the Internet, so you can view it and make updates.

Socorro: The next point is about Healthy Places.

Rachel: I'm passing out materials in both languages. I think everyone knows that we have the chance- we were selected by COHF to participate in Healthy Places, and if they're happy with us they'll give us \$1M to spend over 3 years. The goal is to increase physical exercise in the environment, and make changes in the built environment. Lights, rec centers, parks, all these things are the built environment. The group that applied for this was WU, and right now we're close to turn in the budget, the 15th of October, we've worked a lot in the 6 months leading up to this, and it's been very complicated. The foundation has been very involved. This is the advice we've received from the foundation. We've picked Revision to be our fiscal agent for ourselves. They're in charge of rule compliance. They can say you can't do this because it's not legal, things like that that are extreme, they will get involved. Other questions like what projects we're going to do, they will not interfere. We're going to form a committee, a management group, which will decide how to spend this money. Here's a list of names and my idea is that WU should decide who's in this group. These are people who have worked a lot in the community. This group won't make decisions without listening to the community. The 2nd circle is about involving the community, and the idea is that WU's committees will use the management group to connect to the community to see what its priorities are. In the committees, they will bring residents to give their opinions. That's the idea. We're going to try to make this as simple as possible. Questions?

Mike: If I understand right, it's really not creating new groups, it's the project management team that's been going all along about how to do things, and through the action teams the community will be engaged. This management group isn't new is it?

Rachel: The management team will be new, and we're going to invite new people to be in it.

Mike: So one group, and it will use WU to engage the community.

Rachel: We've worked a lot with the city to get involved in the city. The first thing is that the planning department is that they've decide to do a new neighborhood plan in 2014, that's good because the city looks t these plans and decides where money will go. If the plan decides more traffic lights are needed, that will be a higher priority.

AC: Is this official?

Rachel: It's official inside the planning department but they're still deciding how much money will be needed to do the plan. If they don't get as much as they want, it'll be a slower process. The other reason this is really good, our ideas, we know that it's hard because they don't listen very much. If they put it in their plan, they'll carry through with them.

AC: The neighborhood plan can take more than a year, and in case it does, it'll be good for us to be ivolved in their discussions. That way we'll have the vision and what's written on the paper aligned because sometimes they take too long on the neighborhood plan and the three years of this initiative could go bye, without the plan being in tuned with our vision. So how are we going to be involved in their discussions?

Rachel: The councilman and Jesus have talked a lot with the planning department to tell them to work with WU, because Jesus is a big part of this, and the planning department says they want to work with us. They want to put us in our plan and see lots of residents involved. So that's the plan.

AC: Sounds good.

Rachel: Oct 15th we're going to turn in the budget and the funds will come in February if they give it to us.

Marilocha: If they don't give us the funds, what will our budget be for the year?

Joseph: And it's separate right? So there's WU, and this grant would be mainly within the project management team, a different budget and different fund.

Rachel: if they don't give us the money we'll still have the same amount.

Norma; It's very separate.

Rachel: There are similarities. Reyna, Norma, and I, will be paid from both sources. If we get the money we're going to hire someone else. The rest of the money would go to implement the projects. It's separate but similar also.

Socorro: The next point is how to involve more people in WU.

Norma: In this meeting?

Rachel: Not for the leadership group, but in the action teams. The idea is that you all, residents, maybe have ideas for how we can grow and get better. Could we get in pairs and talk about how to grow the action teams and then share our ideas. I think some of us don't understand exactly how the leadership team works, so I'm trying to sit with everyone to explain things. But right now, let's please get in pairs and talk about how to grow the action teams.

All split into groups.

Rachel: Thanks everyone, so we'd like to hear everyone's ideas now.

Marilocha: With things like Chile Fest, we could pass out surveys and set up a table, pass out flyers with meeting times. There are a lot of people who want to involve themselves.

Genaro: I think direct contact is best. We need to go knock on doors. We need the support of the playeras, this is neighborhood with some insecurity, but they need to know that we're friends and direct contact could be best.

Marilocha: We could have a cafete so they can know who we are. We I had my ID badge as a volunteer at Lincoln High School, people had more confidence in me. If they don't, they'll shut the door on you.

Sesy: Don't talk to your neighbors just once, but several times to tell them what we're working on.

Rachel: Watkins was talking about whether a badge would be better, or shirts with collars with our name on it.

Paty: We could go places, events, where we know there will be people.

Marilocha: In Lincoln High School we have lots of students, and we could involve lots of students at schools.

Marilocha: We should show that we have people who work with us.

Genaro: I think if we took 5 minutes, not more, and explained calmly and directly what we're doing, people would listen to us.

Rachel: I think people should know what WU as a whole does, not just one committee. So everything should be the same colors and everything. We need residents support and we also need them to feel in charge, so they need to have all information about what we

do. When new people come, they need to be explained about WU so they can spread the word.

Marilocha: As leaders, we need information that we can give out.

Rachel: The newsletter is nothing if it's not in the hands of residents, so we need help distributing it. Who's seen it? Patty, you've never gotten the boletin?

Jose: One way to get more people is think about who's not here. I saw that in Chile Fest there were a lot of chicanos, and people around here, we need to make WU more accessible to connect with people.

Genaro: I don't think we're doing our job here, because there are not many chicanos or Anglos.

Marilocha: Involve Hispanic artists. That way we can attract people. Attraction is key.

Norma: Something that's worked for me is going to schools and talking to people, inviting them, and the security committee is huge, but everyone who comes are constant and we're growing. I like honesty and talking to new people.

Sesy: I'm not sure about the idea of bringing a Juan Gabriel, because then people who be like where's Juan Gabriel if he doesn't come?

Marilocha: If we advertise ourselves well, we can find a Hispanic artist who will do some work for us for free that will attract people.

Patty: At the Chile Fest they weren't selling chiles, so we could have events that attract Hispanic people more.

Indira: We could have a contest of chiles and salsas, which might involve more people.

Marilocha: Whatever we do, we should focus on events. In BelMar they charged for events, but they still attracted people.

Rachel: A few things we can take away are to make ID cards, banners, prepare printed materials, do more celebrations and events, and maybe in the next meeting we can plan something. Maybe every month, or 3 months, or something annual. Everything sound good?

Socorro: Let's move on to the newsletter.

Watkins: As you know we've been doing the newsletter since July.

October 12th 9 News Health Fair at Barnum Recreation Center. Angela has a flyer.

Marilocha: Whenever we do big events we should invite the media to cover it. I have contacts in the radio, Radio Azteca, and Univision. The media will definitely give us space on air when we have events. We could invite reporters to our meetings to present what we do.

Jose: We can make advertisements for the radio to publish that we can change every month. It's a lot for just Bucu to do, which is why I bring it up here.

Reyna: Milton gives affordable opportunities.

Rachel: Do you all think it'd be a good idea to make a commercial with WU? All agree. I think we might think about our overall budget going toward media. Maybe we should think about that.

AC: BE has a line item for promotion. It'd be good to have an overall thing where we talk about WU as a whole, not just one committee.

Rachel: I like that, how about we propose at the next meeting to do this.

Genaro: The media opens up spaces, but when they want and how they want. I was on the radio, and I saw that if you don't pay for your spot, they will push you aside.

Reyna: For me, only the print media people are interested in helping without us paying. The radio with Milton costs \$300.

Socorro: If there are no more questions or comments, we can wrap up. Thank you all for coming, and we hope to see you all at the next meeting.

AC: I'd like to talk about a volunteer appreciation event or a barbeque.

Rachel: Let's give that like half an hour at the next meeting, is that ok?

AC: Sure.

Norma: For the t-shirts, will they be for each committee or for all of Westwood Unidos?

Rachel: For WU in general.

Next steps: Angela orders t-shirts, and talk about celebration/events at next meeting.

Ideas for promoting WU:

ID badges

Collared shirts

Volunteers at tables

Knocking on doors

Talk to neighbors and get them excited

Big events

Materials for people to read

Recruit people in a variety of places

Pass out newsletter at

Involve more Chicanos and English-speakers

Celebrations

Commercials

Chile contest

Involve local celebrities