

## Vista Partnership: Communications meeting – II

8/04/14

### Overview

On 8/4/14, the communication work group met to discuss various topics including: survey review and input, re-emphasizing community envisioning for Vista, and diversifying communication methods for Vista using different mediums.

### Communication Methods

The work group helped to formulate some ideas around communicating the Vista Partnership initiative to the community.

- The work group reiterated the need for diverse methods of communication (including internet)
  - ListServe, Next Door app, Facebook
- Facebook
  - Facebook page to be started right away
  - Communications work group has agreed to start the Vista Facebook page and help to keep page updated
  - Work group helped create some basic guidelines for social media control and content
- Gabriela volunteered to help kick off the initial Facebook page opening for Vista, all stakeholders welcome to join work group and help manage.

### Survey Input & Feedback

A Revised rough draft of the questionnaire was presented to the communications work group for review and feedback. The communications work group suggested various modifications to the questionnaire.

What was added?

- Reviewed survey to ensure a legible format, easy to read and understand, and clear and concise questions
- Modify questions in a way that those with lower literacy skills will be able to read and understand
- Preferred language used
  - o didn't end up using (because we have Spanish and English surveys)
  - o Spanish version - translation was completed so that diverse residents from different Spanish speaking countries would be able to understand
- Preferred method of contact (phone, e-mail, social media)
- Categories: stakeholder, visitor/non-resident, resident
  - o In order to distinguish the various people surveyed
- Eventually the survey will be added online in case we are not able to reach residents face-to face

## Communicating the Survey

The communication work group discussed several different mediums to possibly help distribute the survey in order to access a broader group of southwest Detroit residents. These mediums included the following:

- St. Anne's, Honey Bee, Mexicantown Bakery, Holy Trinity
- Congress of Communities
- Eric Howard: Inside Southwest Detroit
- Amy Amador (mercy education project)
- Vistas Nuevas

## Re-emphasizing Community Envisioning for Vista

The work group revisited a video by *Candy Chang* which allowed us to see one unique way that folks can have a voice by creatively using public spaces as a visioning process. The communications team discussed some different ways to get residents interested and involved in envisioning developments for the Vista area.

- Performance or workshop at community events
  - o Jambalaya (ask people a leading question) – have them respond through:
    - Story telling
    - Dancing
    - Art activity
  - o Youth can lead workshops
- Create a “visioning board” using stationary chalk board and/or chalk paint
  - o Place on side of business, at park, or community event
  - o Envision possibilities for Vista Partnership: Drawn map of Vista area or a statement such as: “What would you like to see in your neighborhood?”
  - o Use chalk paint and put chalk board in a public space or at a community event
  - o Residents and passersby can use chalk to write their ideas and wishes for development in their neighborhood

## Other Notes

- Shaun Nethercott mentioned that the Go-Getters building on Vernor has a full-size commercial kitchen which could be potentially utilized as a space for entrepreneurial food startups and business incubators
- Gabriella Ramirez-Darris also agreed that the Go-Getters building could help immensely many of her ProsperUs clients who are receiving chef certifications but cannot afford to operate out of midtown and downtown Detroit.

