

Mount Vernon Square

Neighborhood Association

Uniting our historic community since the 1970s

- 2006 -

GOALS & PRIORITIES

(draft for consideration of membership at March 21, 2006 meeting)

A Growing and Organized MVSNA

1. **Increase Membership:** Distribute membership materials and voluntary dues solicitation directly to all who have attended meetings ♦ Distribute membership application and dues solicitation with newsletter as a separate form ♦ Include membership application and dues form on website ♦ Establish new membership database ♦ Provide “welcome packet” to new arrivals to the neighborhood ♦ Sign up 150 residents as members by year end.
2. **Raise Funds to Support and Expand MVSNA Activities:** Send fundraising solicitation with membership materials. While dues will remain voluntary, strongly encourage a donation in any amount ♦ Clearly articulate benefits of membership, including what MVSNA proposes to accomplish with the funds raised, i.e. tree boxes, newsletter costs, website maintenance, block parties, plantings, etc. ♦ Emphasize ability to vote at MVSNA meetings as a member ♦ Hold a fundraising event, such as a silent auction, neighborhood potluck, or dinner at neighborhood restaurant/café ♦ Consider obtaining 501(c)(4) status to encourage voluntary contributions ♦ Verify incorporation status with Department of Consumer & Regulatory Affairs ♦ Raise \$1,500 to \$2,000 by year end.
3. **Significantly Increase Involvement and MVSNA Capacity to Promptly and Effectively Address Community Issues Through Establishing Committees and Task Forces:** Significantly expand member involvement and participation, improve overall effectiveness, and the enhance ability to achieve MVSNA goals and objectives through creation and recruitment of members of the follow committees: Public Safety Task Force, Regulatory Affairs Committee, Membership Committee, Beautification Committee, Special Events and Fundraising Committee, and an Advisory Business Group.
4. **Strengthen Relationships:** Facilitate relationships with adjacent neighborhood associations, Advisory Neighborhood Commissions (ANCs) (including representation of MVSNA at monthly meetings and more frequent communication with ANC Commissioners), Shaw Main Streets, and newly forming communities, such as Mt. Vernon Triangle.

Communication

1. **Continue to Inform Mount Vernon Square Residents Through a Monthly Newsletter:** Continue door-to-door delivery of the newsletter ♦ Include more content, such as a president’s messages, photographs, recap of the prior meeting, and neighborhood stories ♦ Occasionally use 4-page format, when there is sufficient content, or deliver with an additional flier on upcoming events or announcements ♦ Encourage readers through the newsletter to visit the website for additional information and to participate in discussion groups ♦ Encourage submission of materials for inclusion in newsletter by second Monday of each month ♦ Post newsletter online.
2. **Build Community Through the MVSNA Website:** Provide a forum for members to discuss neighborhood issues. The discussion forum would not substitute for the current MVSNA Yahoo Group e-mail distribution list, but provide an additional, more organized forum for ongoing discussion allowing members to post announcements, referrals for contractors, items for sale, etc ♦ Showcase the history, culture, and bonds of the neighborhood to those considering moving into the Mount Vernon Square ♦ Continue to refine and supplement content and format ♦ Provide useful resources for resolving community issues ♦ Include membership and dues material ♦ Provide a central resource for MVSNA materials, such as bylaws, newsletter archives, goals and priorities statement, and meeting agendas.

3. **Facilitate Accessibility:** Improve communication with ANC Commissioners ♦ Publicize website through inclusion of www.mountvernonssquare.org address on all correspondence and materials ♦ Submit website to online search engines and links with other websites ♦ Establish physical, P.O. Box, address for official mail ♦ Survey membership on issues of importance through website, newsletter, and membership forms ♦ Continue to maintain and expand the Yahoo distribution list ♦ Create mountvernonssquare.org e-mail addresses to facilitate communication.

Organize Activities & Events including neighborhood clean up events in spring (April) and fall (October) ♦ Summer block party ♦ Holiday decoration contest ♦ Holiday party and awards ceremony ♦ Fundraising event(s) ♦ Survey Mayoral and At-Large candidates on issues of concern to Mount Vernon Square residents ♦ Partner with Shaw Main Streets for House and Garden Tour in 2007.

Improve Neighborhood Safety

1. **Increase Interaction with Police:** Hold a Town Hall Meeting on crime including Chief Ramsey, the Commanders of the First, Third, and Fifth Districts, MSVNA PSA Lieutenants, and DC Council representatives and staff ♦ Invite and encourage PSA Lieutenants and officers to attend monthly MVSNA membership meetings ♦ Consider organizing neighborhood meet & greet event with police at Third/Fifth Districts ♦ Consistent representation of MVSNA at PSA and ANC meetings.
2. **Address Problem Properties and Situations:** Monitor and follow up with MPD on known drug and problem properties, including 211 Morgan Street NW (and spillover into New York Avenue Playground), 1103 5th Street, NW, and the vacant "Hoagie House" on 4th and N Streets, NW ♦ Seek lighting and replacement of benches with 3-arm style model at public park located at O and New Jersey Avenue.
3. **Take Action:** Seek increased foot and bike patrols in MVSNA area ♦ Organize orange hat patrols on random nights ♦ Establish a means of collecting and reporting neighborhood crime incidents and public safety concerns to MPD leadership and seek status reports on same ♦ Submit and follow up on service requests for nonfunctioning street lights ♦ Draft, disseminate, emphasize and reemphasize actions individuals can take to help further a safe environment, such as keeping exterior lights on at night, promptly reporting and following up on broken streetlights, keeping blocks free of trash, and reporting all safety issues to 311/911 ♦ Continue to emphasize other actions individuals can take to stay safe, such as staying alert to surroundings by not wearing headphones or talking on cellular phones while walking, and recognizing and greeting people as they pass.

Keep the Neighborhood Clean and Beautiful: Continue to hold spring (April) and fall (October) clean up events ♦ Raise funds for construction of tree boxes and establish grant program to facilitate construction with interested residents ♦ Seek sidewalk and street repairs from District Department of Transportation, where needed, such as 400 Block of M Street, NW and 1200 Block of 5th Street, NW ♦ Seek sidewalk and street repairs from District Department of Transportation, where needed, such as 400 Block of M Street, 1200 blocks of 4th Street and 5th Street, NW ♦ Offer gardening tips/demonstrations to beautify front yards and tree boxes ♦ Seek bike and parking lane markings ♦ Explore options and develop plans to enhance gateways at two intersections: (1) New Jersey and New York Avenues; and (2) 5th and L Streets (return blacktop triangle to parkland).

Historic Preservation, Infrastructure, and Development: Actively participate in Historic Preservation review process to ensure new development and renovations fit the historic character of the neighborhood ♦ Encourage upkeep and development of vacant lots and housing ♦ Intervene in potential "demolition by neglect" situations ♦ Monitor and report illegal construction / operating beyond scope of permit ♦ Assure safe and reasonable pedestrian street/alley access during construction ♦ Encourage and support retail development on 7th Street and New York Avenue ♦ Support neighborhood businesses through newsletter, website, and events ♦ Address dangerous and problem intersections with the District Department of Transportation, such as 3rd /NY/NJ Avenue intersection, 1200 Block of 4th Street driving in wrong direction, and 5th and New York Avenue signals ♦ Encourage neighborhood alcoholic beverage licensees to expand their offerings and not to sell singles.