

West Main Hill Neighborhood Association  
Strategic Map  
2015 - 2018

Rev. 3-1-15

Increase our influence with the institutions that impact the neighborhood, e.g., K College, WMU, local Government.

**Engage All Neighbors as Active Association Participants**

**Develop rich programming**

Recruit neighbors with initiatives they want to lead, e.g. community gardens, block building.

**Enhance communication between the board and neighbors**

Support Tom Hamann's web page initiative. Pursue collaboration with WMH young mamas and papas.

**Build Relationships with Institutional Leaders**

**Western Michigan University**

Contact Bob Miller regarding Michigan/Burrows angle parking improvements

**K College**

Consider reception for K College management team. Consider proposing periodic joint meetings with them.

**Local Government**

Consider engaging John Fraser as liaison to local governments. John to make list of key leaders for board members' use.

Invite Jack Urban and other government reps to board meetings. Use newsletter to report on public officials' positions/actions on neighborhood concerns. Copy government officials and WMU with newsletter.

Continue/expand candidate questionnaires.

**Secure More Financial Resources**

**Tax Benefit for Contribution**

Bruce Martin to research possibilities

**Enhance Neighborhood Infrastructure**

**Streets, Housing, Sidewalks, Parks**

Advise "K" of Kim Cummings' Building Blocks initiative. Doug to investigate sources of funding for Building Blocks. Darin to invite help of grant writer colleague.

**Code Compliance**

Continue to build relationships with local officials (Laura Lam, Rebekah Kik, James Hoekstra, etc.). Develop better understanding of zoning ordinances. Invite James H. to provide primer.

**Police patrols**

Continue strong communication to Chief. Approach City Attorney about its enforcement of sidewalk shoveling ordinance.

**Better Coordinate with Other Neighborhood Associations**

**Revitalize KNC (Kazoo Neighborhood Coalition)**

Fred to pursue inviting KNC to lead income tax initiative.