

ROANOKE NEIGHBORHOOD ADVOCATES

Noel C. Taylor Municipal Building
215 Church Avenue, SW, Room 364 South
Roanoke, Virginia 24011
Phone: 540-853-1643
Email: neighborhoods@roanokeva.gov

Members: Alichia Grubb, Chair; Jamaal Jackson, Vice Chair; Sunni Purviance, Amazetta Anderson, Brian Bennett, Jordan Bell

RNA Meeting Minutes

Minutes of the 10/13/21 Roanoke Neighborhood Advocates Meeting
Noel C. Taylor Municipal Building- HR Learning Center 309, third floor;
5:30 p.m.

Minutes of the October 13, 2021 meeting of the RNA

Present:

Alichia Grubb

Sunni Purviance

Amazetta Anderson

Bill Houck

Josh Johnson - Roanoke City Neighborhood Services Coordinator

Lauren Waldron - Roanoke City Community Engagement Manager

Absent:

Jamaal Jackson

Michael Stamper

Brian Bennett

Jordan Bell

Rosheta Chase

Call to order at 5:38 PM by Chairman Grubb and it was noted that there was a quorum.

Agenda that was previously sent via email was approved.

Mr. Houck's letter of resignation was presented to the Board and accepted...the Board voiced that his service appreciated.

Ms. Grubb announced that Brian Bennett (Council Appointed) & Michael Stamper (RNA Appointed) had

resigned and that Jordan Bell (RNA Appointed) has time conflicts that may restrict his service; also that Ms. Margare (sp) Ashburn's nomination had been approved by City Council, however she can no longer serve due to a medical condition.

Ms. Grubb will work with Vice Mayor Cobb to review additional applicants and replace these vacancies.

Next, Lauren Waldron was introduced as the City's new Community Engagement Manager. She gave the group a brief review of her experience (see resume on City's website) in Marketing, Communications, Public Affairs, & Policy Development. Ms. Waldron is a City resident. She has recently been working to develop updated landing pages for various Roanoke City neighborhoods, including working with Ms. Purviance on SE Action Forum's. By the way, Ms. Waldron stated that the entire Roanoke City website will be overhauled soon.

Ms. Grubb then asked Ms. Waldron to administer the RNA's Facebook page as well as the "Nextdoor" app and add to the RNS's outgoing news, info about the Good Neighbor Campaign. Ms. Grubb also suggest that a survey regarding neighborhood be developed and posted to the City website to learn how the RNA can further assist the various neighborhood outside of those now organized.

Next, Mr. Johnson discussed the proposal for the Neighborhood Partnership Awards Ceremony. The deadline for nominations is Nov. 6 with the vote on nominees on Nov. 10 by the RNA and the presentation by City Council on December 20, at 7 PM, in Council Chambers. There will be a reception prior to the presentation at 6 PM. Council will select the Roanoke City Citizen of the Year and will also present that award on Dec. 20. All this should be info pushed out on the City's website, social media and via other mainstream media outlets.

It was sadly noted that Mayor Lee's wife had passed away and the RNA wanted to send Mayor Lee & the Lee family a sympathy card.

We then brain-stormed regarding the Good Neighbor Campaign and the following suggestion were posted on the white board. The goals of these activities are to raise awareness of the importance of having healthy neighborhoods and to create opportunities for favorable citizen engagement with the RNA as well as with City Staff, City Council and Police/EMS personnel.

Coffee & pastry gatherings could be held at various City neighborhood libraries

Books could be gifted at these gatherings

There could be a seminar by Melanie Warwick (?)

Surveys could be taken at these gatherings and online on the City's website

A book club could be started and books could be studied/shared like "The Art of Good Neighboring" & "What I found in 1000 towns."

Video stories could be developed and distributed

Neighborhood Ambassadors could be appointed to receive visitor as well as visit other neighborhoods

A full-on media campaign could be developed to utilize the resources of local TV, radio, & print media

A "Neighboring 101" instructional Zoom conference series could be organized, emphasizing "Best Practices" as well as the basics of what is meant to be a Good Neighbor, A Bad Neighbor, and how that benefits the quality of life via "1000 Acts of Kindness" (?)

Having no further business, Ms. Grubb adjourned the meeting at 6:45 PM

**Next Scheduled
Meeting :**

**WEDNESDAY
11/5/2021 5:30PM**

Please mark your
calendars accordingly