



# South Coast Neighborhood Leaders Training Pilot

Monday, September 19, 2022, 6 p.m.

South Coast Medical Center – 2701 S Bristol St

Presented by Santa Ana Neighborhood Initiatives & Environmental Services Team:

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## Ground Rules (5 min.)

- Start and end on time
- Silence mobile phone
- Participate fully and share your insights
- Be supportive, not judgmental
- Listen to what others have to share
- Do not interrupt speaker
- Focus on being solution-oriented
- Facilitator / moderator will redirect the conversation to keep focused on the meeting agenda

# Training Agenda

1. Welcome and Ground Rules
2. Introductions – Ice Breaker Activity
3. Peer Neighborhood Association Leader
4. NIES Support Updates
5. Next Steps & Future Topics
6. How was this session for you?
7. Closing

## Introduction / Ice Breaker Activity (10 minutes)

- Two Truths and One Lie
- Everyone come up with two things about yourself that are true and one thing that is a lie.
- We will have each person present.
- The group will then decide which statement is a lie.

# Training Objectives (5 min.)

- Facilitate an **interactive** group training with **South Coast leaders'** team on **outreach resources, project /event planning, and capacity-building opportunities** to establish their neighborhood team and implement a neighborhood activity (meeting, cleanup, or other special event) by Winter 2023
- Strengthen **cohesion and networking** across **neighborhood leaders** in the South Coast section of the City and **Santa Ana Com-Link** Board /organization so that neighborhood leaders are **in contact monthly** and support at least three neighborhood activities scheduled between not and June 2023
- Foster **learning** for **City staff / Neighborhood Initiatives and Environmental Services team** to better understand organizational capacity and support needs of South Coast neighborhood leaders and identify opportunities to integrate engagement with General Plan Environmental Justice Policies and Programs
- Offer **future training sessions** Citywide to **neighborhood leaders** in collaboration with **Board of Santa Ana Com-Link** and **Santa Ana College (SAC)** resources and support

# Peer Neighborhood Association Leader





Irma Jauregui:

## Wilshire Square Neighborhood Association

- Personal Introduction
- Brief History of Wilshire Square Neighborhood
- Summer Concert Planning Process

# Personal Introduction

- Lived in Santa Ana since 1979
  - Madison Park Neighborhood on Maple St.
  - Wilshire Square Neighborhood on Birch Street in January of 1990
- Married for 43 years
- 2 sons, both are married and one is a Marine Officer in San Francisco and the other has custom wood furniture business in San Diego



# History of Wilshire Square Neighborhood

- Wilshire Square first house was built in 1915
- Majority built between 1922 and 1931. First phase after World War I
- Second phase built between 1935 and 1942... After World War II
- Military servicemen coming from Europe brought with them many ideals of architecture and we have an abundance of English tutors, Spanish revivals a couple of articles and streamline quite a few arts and crafts and California bungalows.
- Our streets are lined with beautiful jacarandas, sycamores, Cedars, Deodars, Palms and Carob trees.

# History of Wilshire Square Neighborhood Cont.

- Previous mayor Miguel Pulido lived in Wilshire Square during the time that the Neighborhood Association was formed, as our neighbors told us the city wanted to clear cut trees and the neighbors formed an association to hire a professional tree specialist and analyze them that they were healthy and saved them and the Neighborhood Association started then since 1987
- Even though it was formed because there was an urgent issue and everybody connected and worked hard and won, eventually strong bonds and friendships were formed and neighbors began doing things together such as home tours, newsletters, teas, garden tours, summer picnics, concerts, parades, movies at night, Easter egg hunts, spring and summer brunches, etc.

# Summer Concert Planning Process

- First and foremost we have to look at our budget which happens in January (we keep fundraising throughout the year) we contact Parks and Rec to reserve city Showmobile 1st!
- Once we determine the amount of funds that we'll need for the event...we have to determine the theme and style of the concert. Then seek musical groups of that genre and watch them perform so we can gauge their energy, the public's reaction and how family friendly they will be, of course we ask them for their prices prior to that to save time. Over time we know quite a few groups and call them in advance to reserve the date for us if we have agreed on the theme already

# Summer Concert Planning Process Cont.

- By March we have selected the band and lock in a contract. Continue fundraising! 😊
- We start working on graphics in April and May and looking for volunteers.
- Our concert is always the last Saturday in July and in a month and a half before that we get signatures from all the streets we were close from every single house approving the event. The signatures are for Santa Ana PD, we also pull permits for the fire department and if we have food vendors, which has been a food truck we get the health department permit too.
- In April/ May we contact the party company who will set up tables chairs canopies and flooring and set a contract and date to reserve their services together with the
- Note, since we are a non profit and the health department will waive the fee for that reason.
- We hand pass to each home a total 700 flyers twice in the month of July beginning and the week before the event in order to get the reservations for the tables
- We will have 2 to 4 meeting committee meetings to make sure we have all the volunteers, details, permits in order.
- Then we are ready to rock and roll! 😊

# NIES Support

A decorative graphic consisting of a solid green horizontal bar that spans the width of the slide. Below this bar, on the right side, there are several thin, parallel white lines that create a stepped or layered effect, extending further to the right.

# Resources Available

Printing material such as flyers, posters, or brochures for neighborhood meetings or events can be provided upon request from the neighborhood association chairperson or designated contact. Content cannot express opinions, politics or otherwise.

- Flyers size 8 1/2 x 11
  - Limit 500 pages per event or meeting – exceptions can be made
  - Allow 1-3 days for printing if flyer design is complete and you only need copies
  - Allow one week for our team to create the meeting flyer once you have provided the meeting agenda and have confirmed your speakers
  - Flyers can be mailed or picked up
- Posters size 36 x 36
  - Limit three posters per event on white paper and colored ink
  - Allow 1-3 days for printing if design provided
  - Allow one week for design and printing
- Tri-fold brochures
- Welcome Packets for New Neighbors

## Neighborhood Meeting or Event Notification

- Mailer notification for upcoming events or meetings
  - Can include up to 4 flyers on colored paper in black ink
  - Limit one general mailer per month per neighborhood and twice a year for a Gov-Clarity mailer
  - **General mailer:** allow 2 weeks for envelopes to be printed and mailed to neighborhood list in our database
  - **Gov-Clarity mailer:** allow 3 weeks which is all single-family homes within the neighborhood

# Neighborhood Meeting or Event Notification (Continued)

- Constant Contact is an email messaging campaign
  - Email reminders to Neighborhood list for meetings, events, etc
  - Provide message and attachments
  - If your neighborhood has its own contact list provide an excel file to send to your contacts otherwise email campaign will be sent to contacts in our database
- Nextdoor
- Voiceshot Message
  - A recorded voice message or text message can be sent to the neighborhood for a meeting or event
  - A script and instructions on how to record the voice message can be provided
  - Text message campaign allows for 150 characters
  - Voice recording or text message campaign will be sent to neighborhood contacts in NIP database



# Voiceshot Instructions

**1) Dial 888-597-7859 or 818-591-0775**

**2) Enter PIN number 68381898**

**3) Record the following script:**

- This is a reminder of the French Court Neighborhood Association meeting scheduled for Wednesday, May 18 at 6:00 p.m. at Davis Elementary School Multipurpose Room located at 1405 French St. Meeting agenda includes Davis Elementary School Parent Updates and more. We look forward to your participation. Thank you. To repeat this message dial 5.

**4) Once you have finished recording the above script please note and forward me the recording number (##.WAV)**

# Next Steps, Future Topics, and Key Takeaways

Key Takeaways

Future Topic Suggestions

Next Steps – Social media Training