

## 5<sup>th</sup> Avenue Improvement Initiative

### Stakeholder Meeting #1

November 16, 2019, 10:00 am – 11:30 am, Carl Maxey Center

### Meeting Notes

#### Meeting Objective

Discussion with community leaders and City of Spokane to identify ways to re-engage residents and stakeholders in a neighborhood-led effort to revitalize East 5<sup>th</sup> Avenue between Liberty Park and Thor/Freya.

#### Review and Discussion: Budget line items as presented in 2019-2024 Citywide Capital Improvement Program Update

##### Discussion: Provide update on N/S Freeway

- WSDOT updates on N/S freeway connection and its impact to East Central Community specifically freeway entrance and exit points and pedestrian bridges.
  - Traffic revision along 3<sup>rd</sup> Avenue
  - Thor/Freya is main entrance, exit
- Pedestrian bridges will be replaced – could move locations
  - Children of the Sun Trail connection
- Concern – children can cross over freeway to library

##### Discussion: Defining East Central area – what is 5<sup>th</sup> Avenue area identity?

- Defining area could increase ability to focus funds on this area, like East Sprague District has done. Don't want to miss out on fund allocation for 5<sup>th</sup> Avenue.
  - Consider tracking CDBG money and show where it has been allocated on last 10 years. Money for revitalization in neighborhood has been going to other areas in East Central.
  - CDBG changes to NCDP on District level, and there is a risk of 5<sup>th</sup> Avenue getting lost even more.
- Don't want to lose the East Central identity but want to carve out unique identity.
  - Neighborhood boundary is very large – perfect example of catalyst to change boundaries of neighborhoods are and how big they are, and make them more accessible
  - Part of District 1 and part of District 2 – makes neighborhood identity very challenging
  - Competition with South Hill Senior Center
  - Having own identity gives community a collective voice to advocate for at City level
- What do you consider the boundaries of the neighborhood?
  - Discussion at ECNC of neighborhood boundaries
  - Re-educating ourselves to who we are, what do we include
  - Conversation needs to be a major part of what we propose
  - Residential core – people live here
  - Businesses are on periphery

##### Discussion: Underhill Park

- Very underutilized in neighborhood. Shouldn't be a disparity between Liberty Park and Underhill Park.
- Big population of youth at Underhill Park.
- Consider other amenities like interactive play equipment
- Need lighting improvements for safety. No electrical or water hookup in Underhill which impacts ability to host more events there.

##### Discussion: Marketing and Communication

- More marketing needs to be done to know who we are, be more inclusive
  - Pulling neighborhood together – marketing plan?
  - Library tracks new movers
- What is our best way of communicating with the neighborhood?
  - Don't have a bulletin board at Fresh Soul? Carl Maxey Center?
  - Challenging to disseminate information in accessible and relevant way
  - Suggestion: Urbanova – survey in neighborhood
  - Welcome committee – let them know what we have in the neighborhood
- We need partnerships
  - City of Spokane
    - Incoming District 2 City Council members
    - City Council President

- Incoming City Administration
  - Domino's Pizza Franchise
  - Fred Meyer
  - Foundations & Funders
  - CHAS
  - ECC Business Owners
  - Individuals, foundation, etc. Partners that are invested here.
  - Talk with Zone Project to refer kids back and forth
- How do we build a network?

**Discussion: Challenges and Opportunities**

- Tutoring and Rec Center – help kids know what is available, understand what kids need
- Large immigrant population – translation and interpretation needs
  - What resources exist?
  - Language barriers, cultural barriers
  - Resources – connect with schools
- Collaborate and coordinate services within the area
  - Young people, elderly
  - Don't want to duplicate, want to be efficient

**Discussion: Outcomes**

- December community forum – what sort of presentation will we be doing?
  - This group will help shape that
  - Movement towards collective impact
- Not meeting just to create a report – meeting to discuss the revitalization of 5<sup>th</sup> Avenue
  - Really want to discuss: What is needed here?
  - Much wider than any one building being funded
  - Whole 5<sup>th</sup> Avenue area
- Goal of revitalization
  - 5<sup>th</sup> Avenue needs to be the focus – hope and desire is to be a part of something to bring attention and economic resources to this part of the community
  - Focus area is Sheridan Elementary School to Liberty Park
  - Look at connectivity
  - How do we reach the whole community through collaboration?
    - A lot of resources on 5<sup>th</sup> Avenue, but need to coordinate
  - If we revitalize the 5<sup>th</sup> Avenue commercial core, it will spread outwards throughout the neighborhood.
- Funds – need to equalize where funding has been going
  - Do we have the power to make those changes?
  - Trying to balance it out
- Question: What are Community Empowerment Zone boundaries? What does it do?
- What are the topics we need to bring to the table?

**Consensus:**

- Scope is 5<sup>th</sup> Avenue – Sheridan Elementary School to Liberty Park
- Pastor Rodney will provide update to East Central NC meeting

**Additional Stakeholders to Consider:**

- Spokane Public Schools
- Fred Meyer – supposed to be involved
- Dominos
- City Council members for District 2

**Follow-Up**

- Continued clarity regarding purpose of establishing group and what issues group will address. Identify Group Priorities
- Create strategy to share out information with community at large.