



econ→**avenue**

A GREEN LIGHT FOR ECONOMIC EMPOWERMENT



EconAvenue

Community Meeting

2/11/2014

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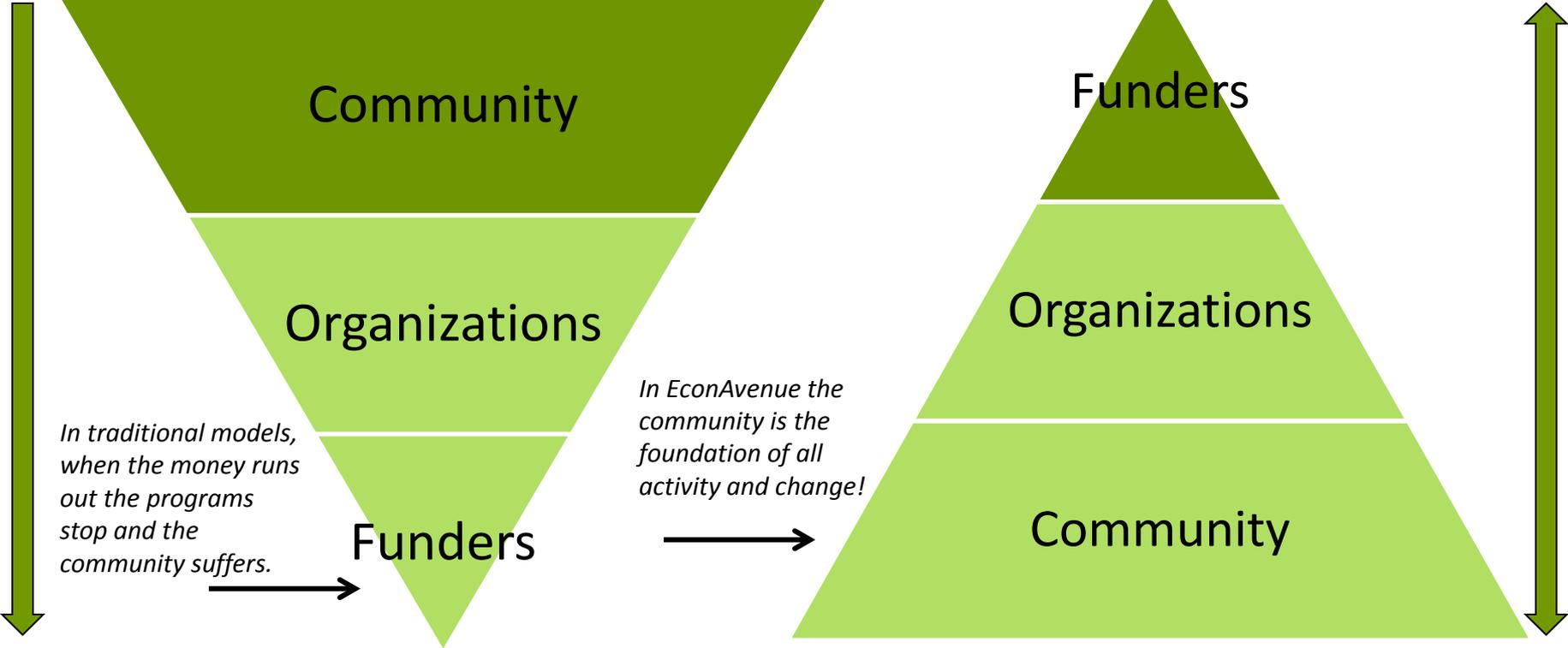
Agenda

- I. Dinner
- II. January Committee Meeting Recap
- III. Small group engagement process
- IV. Brainstorming I
- V. Questions and Adjournment

Community Engagement Philosophy

Recent Historical Models

EconAvenue Model



Increased Home
Ownership

MAXIMUM
IMPACT



MINIMUM
TIME



More and Better
Small Businesses



Improved
Employment



These are what the Northeast Kansas City community said they want!

Updates

- ❑ Investment Connection Online Availability
- ❑ April - Facilitator collaboration training
- ❑ March - Econ Ave Email Newsletter beginning in March

Updates

April Schedule and NE KCK Community Development Conference.

Formation

Form work groups

Assess conditions and assets

Brainstorm based on information and goals

Creation

Create project concepts

Set Goals

Design projects

Identification

Identify key resources and tools to launch the project

Implementation

Launch project

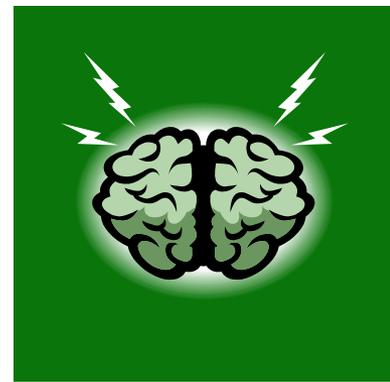
Measure project

Revise project

Small Group Rules

- Keep comments on topic
- Do not interrupt or disrupt other commenters (this includes talking over, eye rolls, etc.) Allow them their time
- Encourage diverse opinions
- Keep the engagement positive and focused on the future!

Brainstorming

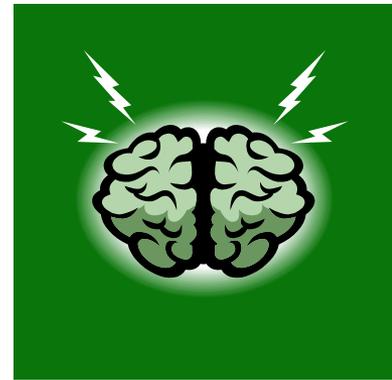


What is brainstorming?

“Brainstorming is the name given to a situation when a group of people meet to generate new ideas around a specific area of interest. Using rules which remove inhibitions, people are able to think more freely and move into new areas of thought and so create numerous new ideas and solutions. The participants shout out ideas as they occur to them and then build on the ideas raised by others. All the ideas are noted down and are not criticized. Only when the brainstorming session is over are the ideas evaluated”.

Source: What is Brainstorming - <http://www.brainstorming.co.uk/tutorials/whatisbrainstorming.html>

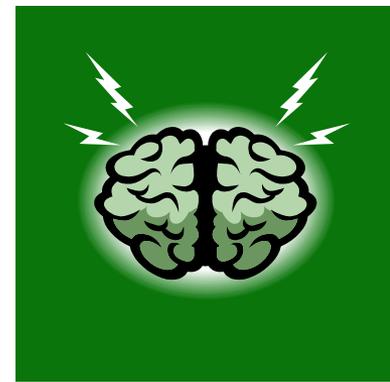
Brainstorming Rules



The rules of brainstorming are:

- Postpone and withhold judgment of ideas
- ***Encourage wild and exaggerated ideas answer***
- Quality counts at this stage, not quantity
- Build on the ideas put forward by others
- Every person has an idea of equal worth

Brainstorming Warm Up

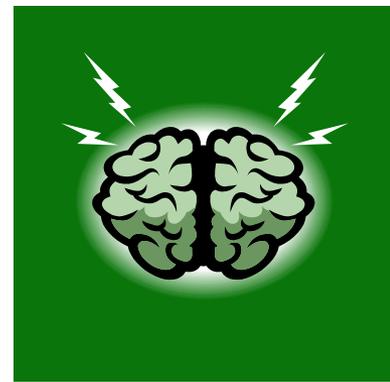


How can cupid be more effective at match making on Valentine's Day?



Be as **OUT THERE** as possible!

Brainstorming Questions



- How do we improve homeownership in NE KCK
- How do we improve employment in NE KCK
- How do we improve small business in NE KCK
- How do we improve community engagement in NE KCK

Brainstorming Questions

Question #1 – How would we solve the problem with unlimited resources

Question #2 – How would we solve the problem with no resources

Next Meeting

In the next econ avenue meeting we will begin to refine the ideas towards developing specific projects and activities.

Contact

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For more information & resources

<http://kansascityfed.org/community/>