EconAvenue
Community Meeting
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The views in this presentation do not necessarily represent the views of the Federal Reserve Bank of Kansas City nor the Federal Reserve System.
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

- Funders
- Organizations
- Community

In traditional models, when the money runs out the programs stop and the community suffers.

EconAvenue Model

- Community
- Organizations
- Funders

In EconAvenue the community is the foundation of all activity and change!
Increased Home Ownership

MAXIMUM IMPACT

More and Better Small Businesses

MINIMUM TIME

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

Econavenue
A Green Light for Economic Empowerment
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 there time
- Encourage diverse opinions
- Keep the engagement positive and focused on the future!
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”.

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 quality

• 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/