

Strategic Planning Process Sets New Direction

Our Mission

**Working for a cleaner, safer,
and more vibrant heart of
Baltimore!**

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Visit Our Website!

www.charlesvillage.org

Following over six months of meetings, retreats, workgroups, presentations, and surveys involving hundreds of residents and businesses, the CVCBD Board voted unanimously on August 12, 2003, to adopt a new strategic plan. The plan sets a new direction for the Benefits District in several important ways, reflecting an ongoing evolution in what our community expects of the CVCBD.

The strategic planning process was a major recommendation of the Benefits District evaluation conducted by the University of Maryland School of Social Work in 2002 (available at www.charlesvillage.org/background_information). The CVCBD obtained a \$10,000 grant from the Goldseker Foundation to engage Management Performance Concepts to facilitate the process. With MPC's assistance, a Strategic Planning Committee was established at the first board meeting of the year and immediately began laying out a process that would involve the community and business associations (and their members), as well as the public at large, in reaching a consensus about the CVCBD's direction and priorities over the next three years.

Four workgroups were established on safety, sanitation, engagement/communication, and performance/accountability. Surveys were distributed, and community and business association meetings sought input on goals and priorities. Staff developed alternative staffing and budget scenarios. The board held two weekend retreats to talk through all the issues.

What emerged is a plan that includes the following key elements:

- A strategic shift to equally emphasize both safety and sanitation services, which in the past had been weighted about 2:1 toward safety, as well as some changes in how safety and sanitation services are provided
- An exploration of alternative ways of structuring the housing, community, and economic development work of the Benefits District
- A greater emphasis on performance measurement and reporting
- A detailed committee structure and timeline for implementation of the strategic plan

The plan will be available on the website at www.charlesvillage.org, or directly from the office - please take the time to review it and let us know what you think!

We encourage you to get involved in the new CVCBD committees—help us achieve the CVCBD mission of making our neighborhood “a cleaner, safer, and more vibrant heart of Baltimore”!

**PRESIDENT'S
CORNER**

Hello Neighbors,

The CVCBD Board of Directors has had a very busy 2003. Throughout the winter, spring and summer months, we have had a plethora of meetings to work on a new strategic plan for the organization. It is done and it is doable. The plan clearly sets out what we believe we can do and what we believe we must do.

It is not a reinvention, but a reaffirmation of what the Benefits District is about. The plan is based on our mission and on our history of service work and promotion of our communities. Our services can—and in some cases—must be improved. We are going to strengthen our sanitation program. Staff have already begun to make significant improvements to create a more effective complaint monitoring system.

Most importantly, the strategic plan gives us clear milestones that we can review and measure our performance against. The Board committee structure has been reevaluated and revamped so that our volunteer work garners stronger results for our communities.

Criticisms by supporters and complaints by non-supporters have aided the board in honestly judging the strength of our operations and looking at weaknesses. Knowing what isn't working is sobering. Recognizing what is effective, and discovering what could be substantially better with modest focused efforts is harder to see, but is as important as looking for all of what might be wrong.

In the process of developing the strategic plan, the board clarified why we do this work. We are working for a cleaner, safer and more vibrant heart of Baltimore.

The benefits district will be calling on you to volunteer with one or more of our committees. This will be volunteer work—where the committees have clear goals and your efforts make a real difference. The current board of directors are your neighbors and local business and property owners. We have proven that we are hard workers. Come join us—there is more work to do!

Sincerely,

Morgan Allyn

CVCBD Board President

Message from the Executive Director

It's hard to believe that nearly 11 months have passed since I took the reigns as your interim executive director. Since that time, the Board and I have:

- Seated 11 new members to our 21 member board of directors and watched them really come together as a team
- Cheered-on hundreds of volunteer supporters as they worked tirelessly to get the Benefits District reauthorized for three more years
- Completed a 3-year strategic plan
- Restructured the board committees to reflect the new priorities, and
- Begun work on the marketing & communication plan.

The only thing left to do on my work plan is help the board hire a new executive director, and we are well on our way! The newly appointed Personnel Committee has met in person at least three times, and on conference call almost weekly. They have an impressive array of candidates and have narrowed the pool to eight for conference call phone interviews. Next, the committee will conduct face-to-face interviews, hoping to settle on one or two finalists. I am confident that the Personnel Committee will be able to present a candidate to the board who will be able to provide the leadership and vision to produce the results that the board envisions in its new strategic plan.

The board, staff, and hundreds of supporters have all worked so hard to get us where we are today, and there is such positive forward momentum - there couldn't be a better time to be a part of the Charles Village Community Benefits District! It has been my pleasure working for you these past several months - I hope you will invite me back to celebrate all your successes.

Marta Howell

Interim Executive Director



*Wes Tolbert
Director of Field Operations*

Newcomers To CVCBD

Wesley Tolbert

is the newest edition to the CVCBD staff, as our new Director of Field Operations. Hailing from Columbia, MD, Wes sought this position to do what he “does best—take an existing program, and refine, rebuild, and improve it.” Having worked for the United Way of Central Maryland, the Baltimore City Police Department, and the Long Reach Community Association, Wes certainly has a wealth of knowledge in non-profit management, community safety, and neighborhood engagement.

Along with Wes, we welcome each new safety and clean team member. CVCBD also says, “Welcome!”, to new board members Norman

Haymire and Shanon Sullivan. They serve as Quad One and Quad Two Representatives, respectively. Dr. Haymire is a long-time resident of Greater Charles Village, specifically of the Old Goucher neighborhood. He works to “help make Charles Village and the CVCBD better”, and in his spare time, takes computer classes at the Village Learning Place.


Shanon Sullivan lives in Quad 2 as a resident of West 27th Street. Shanon is a retired University of Maryland Police Officer, and she “hates the rats!” We look forward to hearing ideas, especially on sanitation and safety!

Waverly Main Street also boasts two new interns and a new volunteer. Interns Rebecca Ross and Charles Penny helped move Waverly Main Street promotions and market analysis projects forward. Meanwhile, volunteer extraordinaire Linda Pompa continues to be an energizing force!




*Dr. Norman L. Haymire
Quad 1 Representative*

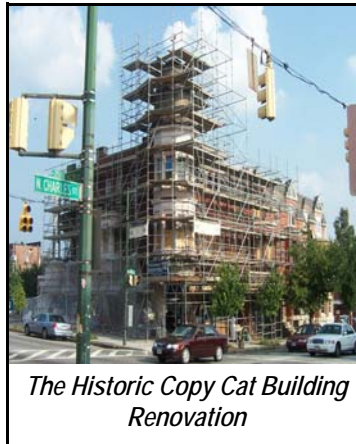
Safety & Sanitation

	July 2003	August 2003**
Service Calls	10	7
Citizen Assistance	11	18
Business Assistance	27	66
Business Escorts	9	8
Police Assistance	2	2
911 Calls	0	2
311 Calls	3	2
Special Deployments	56	60

Congrats to Safety Team members Thaddeus Crevier and Shirley Braxton! They were the key to the arrest of a suspect believed to be involved in several robberies in Greater Charles Village. Their diligence and knowledge of the community certainly paid off!! **Good Job!**

	Hot Spots Cleaned	Blocks Swept	Truck Loads Removed
July 2003	159	147	113
August 2003**	136	131	91

***as of 8/27/03*



The Historic Copy Cat Building Renovation

Painted Ladies Is Here!

Several villagers wanted to motivate residents to paint their houses and improve the look of Charles Village. The term, "Painted Ladies", comes from the famous multi-colored Victorian houses that helped transform several San Francisco communities. The contest has been very successful, as many houses have been painted and many residents enjoyed participating!

This year, volunteers have introduced the **best door and trim/railing/bay window category!** Now, homes in Harwood, or on Maryland Ave., that may not have as much surface to paint can join in the fun! The contest is a joint effort of the CVCBD, and neighborhood volunteers. Contact Dawna Cobb at (410) 366-6782, or at dawnacobb@mindspring.com, or Pauline Davis at (410) 235-4411, or at paulinecvcbd@aol.com.

The deadline is **November 1, 2003**, and winners will be announced in early December.

Waverly Main Street



Pete's Grille—the first business to use State Community Legacy Funds and Baltimore City Façade Matching Grants for rehabilitation. 7 other businesses have construction underway, and 6 more are awaiting approval!

- Waverly Main Street businesses will give away 20 backpacks filled with school supplies over the weekend of August 29-September 1 in its **Back-to-School Sale and Scavenger Hunt**.
- **Community Mediation Center** has purchased its office at 3333 Greenmount. The National Student Partnership-Baltimore (2nd floor) provides job, health and education help to all community residents. Call 443-524-2686.
- Welcome new businesses, **Mosions** clothing Store, and **The Firm Shop** (clothing, books and accessories). Watch for 2 more new businesses in the fall!
- The **BP Amoco Corporation** has announced

that, due to corporate retrenching, it will not redevelop the property at 33rd & Greenmount into a café, convenience store, and service station. Instead, it will rebrand and update the current Amoco station into BP, without enlarging its size.

COMMUNITY CALENDAR

All meetings are open to the public.

September

- 7 Abell Street Fair Planning Meeting, 3206 Abell Ave., 6 PM. All interested volunteers welcomed!
- 8 Harwood Association Monthly Meeting, 6:30 PM Barclay Recreation Ctr. 29th and Barclay Streets
- 9 CVCBD Monthly Board Mtg. 7 PM, FutureCare 27th and Charles Streets
- 17 Charles Village Civic Assoc. Annual Meeting & Elections 7 PM, Ss. Phillip & James Church, 28th and Charles Streets
- 21 Abell Street Fair, 1 PM-6 PM
- 27 St. Mark's Fall Festival. 20th and St. Paul Streets. 9 AM-4 PM
- 29 Old Goucher Community Association Monthly Mtg. 7 PM, Lovely Lane Church 22nd and St. Paul Streets

October

- 2 Block Captain Quarterly Meeting, 7 PM, Location TBA
- 6 Harwood Association Monthly Meeting, 6:30 PM Barclay Recreation Ctr. 29th and Barclay Streets
- 11 Mayor's Annual City-Wide Fall Cleanup (ALL DAY!) Contact CVCBD for more info!
- 14 CVCBD Monthly Board Mtg. 7 PM, FutureCare 27th and Charles Streets
- 27 Old Goucher Community Association Monthly Mtg. 7 PM, Lovely Lane Church 22nd and St. Paul Streets

Outreach

The Outreach Staff has been out and about—meeting neighbors, listening to concerns, and encouraging more residents and businesses to take an active role in keeping our neighborhood cleaner and safer! Here’s the scoop on what’s been happening:

- *CVCBD has partnered with the JHU Community Relations and Off-Campus Housing Offices to distribute sanitation education materials to students (on- and off-campus). The goal is to get students to take a proactive role in keeping our village clean and green!*
- *Harwood's First Annual Back-To-School Festival was a complete success! Hundreds of residents enjoyed food, fun, and each other! Resident Victoria Mattocks of E. 27th Street won a gift certificate for a school uniform, donated by Red Shed (a Waverly Main Street business), and a great number of toy bags were given to kids from Out the Gate Bail Bonds (Greenmount Avenue). What a great example of how community and business work together! Check our website for photos!*
- *Dog Scooper signs have been designed and are now available at the CVCBD office!*

Do you have any great neighborhood stories to share? We would like to hear!!

CVCBD Board of Directors

Morgan Allyn	<i>President</i>
Delano Bailey	<i>Vice President</i>
Richard Burnham	<i>Treasurer</i>
Delena Dodd	<i>Secretary</i>
Norman Haymire	<i>Quad 1 Rep</i>
Shanon Sullivan	<i>Quad 2 Rep</i>
Sheila Rees	<i>Quad 3 Rep</i>
Matt Weinstein	<i>Quad 4 Rep</i>
Doug Armstrong**	
Dave Briggs	
Councilwoman Paula Johnson	
Branch**	
Beth Bullamore	
David Costello	
Michael Drayton	
Sharon Guida	
Betty Hill**	
Jin Wook Kang	
Edna McAbier	
Ernie Notar	
Salem Reiner**	
Nancy Smith	<i>(**non-voting member)</i>

CVCBD Staff

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