



DISCOVERY REPORT

Input for the Strategic Plan

March 2016

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I. Introduction

In late 2015, Central Gardens Association (CGA) began a strategic planning process. The association engaged this consultant to gain input from a broad range of neighbors. In addition to a board session, four Listening Sessions (see Addendum A for the process) were held in homes scattered throughout the neighborhood and one Institutional Stakeholder Listening Session was conducted at the University Club with businesses, non-profits, schools, and other institutions (see Addendum E for participants). These sessions were promoted in the CGA newsletter, online, and by personal invitation. Upon completion of the Listening Sessions, an online survey was conducted that gave participants access to Listening Session results and asked follow up questions.

This report compiles and analyzes the results of all of the input described above and poses some “big questions” to frame the discussion for the board retreat in March 2016.

II. Major Themes

A. *Strengths and Weaknesses Themes*

Strengths and weaknesses were gathered from board members and neighbors via a process described in Addendum A. The themes that emerged follow.

Strengths

Neighbors mentioned a wide variety of neighborhood strengths including proximity to culture, entertainment, and employment centers; neighbors and neighborliness; neighborhood educational institutions; mature trees; historic homes; CGA events and the CGA itself; infrastructure that has created walkability; Belvedere Blvd.; and churches:

- The most often cited strength (approximately 14% of the 430 comments) is proximity to cultural, entertainment, and employment centers, including mentions of Cooper Young, Overton Square, Downtown, the Medical District, Overton Park, and locations for planned and potential retail development.
- Eleven percent discussed schools, with 8% touting private schools, Grace St. Luke (GSL) and Immaculate Conception (IC), and 3% mentioning public schools (Central High and Idlewild Elementary). Some mentioned that there is unrealized potential in the public schools.
- Fantastic neighbors was cited in 10% of the comments with some mentioning specific blocks that have organized block clubs and/or frequent social events, the activeness of neighbors both physically (out and about) and in participation for community causes and neighborhood events, and in watching out for one another. Some mentioned the number of young families mixed in with older adults. While others mentioned that neighbors are united by common concerns for preservation and other like-mindedness.
- Trees were mentioned in 9% of the comments with some specifically referencing the arboretum designation, while others wrote about tree canopy, tree maturity, tree-lined streets, and specific species.

- Historic homes were cited in 9%, with neighbors mentioning the quality of structures and diversity of styles along with citing historic designation and the Landmarks regulations.
- CGA events (5%) and the CGA organization (3%) itself were mentioned in 8% of comments.
- Walkability, and the components that lead to it, was mentioned in 7% of comments with porches, sidewalks, alleys, street lights, street layouts, and landscaping touted.
- Belvedere is seen as a grand entrance to the neighborhood, with its majestic homes, mature trees, and median (7%).
- GSL, IC, and Central Church were mentioned in 7% of comments.

Weaknesses

Neighbors noted a wide variety of weaknesses including home maintenance, traffic, sidewalks, crime, businesses, overgrowth, green space, and care of medians:

- Traffic was the most-cited weaknesses (9% of the 420 comments) with comments about speeding (in general and on certain streets), “through” traffic, school-related traffic, issues with commercial truck speed and parking, and poorly designed intersections.
- Likewise, 9% cited general crime, ongoing and increasing.
- The lack of quality retail, poor condition of some retail establishments, and commercial building style incongruous with the neighborhood were cited in 9% of comments.
- Eight percent of comments cited broken and poorly repaired sidewalks.
- Poor maintenance of homes and properties (fences and landscaping) was noted in 7% of comments, with some using words like “few” and “isolated” while others focused in on certain blocks or sections of the neighborhood.
- Other weakness with lesser percentages were alleys, overgrowth protruding in the streets and blocking views, general litter, lack of green/play space, inconsistent care of medians, lack of participation by some neighbors, deterioration of Ashlar Hall, and lack of inclusion by CGA (disenfranchisement of York Avenue and wreaths not on every street).

B. Neighbor Themes

Themes (inclusive of points of agreement and divergence) from the neighbors’ answers to each question, across all four listening sessions, are described below:

Relationships with businesses

- Neighbors expressed a great desire to maintain close relations with businesses and commercial real estate companies for several purposes:

- To influence the type of businesses that locate in and around CG, with a preference for local businesses and a desire for some national chains that can bring convenience goods to the neighborhood;
- To influence the construction style so that facades are attractive and conform with the character of the neighborhood; and
- To influence the infrastructure – quality landscaping and orientation for walkability.

Relationships with neighboring neighborhoods

- Neighbors expressed a great desire to coordinate with nearby neighborhoods on common issues, such as crime, business locations and relationships, and infrastructure issues. There was much acknowledgement that CG is not an island and we all get stronger together.
- Several mechanisms to accomplish this were suggested – periodic meetings of the presidents of neighborhood associations, reviving a council of midtown neighborhoods, working with the Midtown Memphis Development Corporation, and working with neighborhood associations on specific common issues of concern (safety being the most mentioned).

Regarding green space and public infrastructure

- Opinions diverged on how to maintain green spaces and public infrastructure (such as sidewalks and alleys), but there appears to be much passion around the issue.
- Many discussed the medians, citing inconsistent care and wondering whose responsibility they fall under.
- Some expressed the opinion that CG needs a traditional park within its boundaries, while others focused more on exploring alternative green spaces – such as using alleys as linear parks and the use of vacant lots.
- Some discussed the need for intentionality around rebuilding the tree canopy in front yards and medians, particularly on Belvedere.
- Some discussed the need to calm traffic, with some advocating for speed bumps and others against speed bumps.

Relationships with neighborhood and neighboring institutions

- The vast majority of conversation prompted by this question surrounded public schools. There was much discussion about the importance of neighborhood public schools and the need to support them. Concern was expressed about the quality and many neighbors expressed a desire for a formal relationship with the schools to help them improve. Some mentioned the work that has happened in Cooper Young with Peabody Elementary and the transformation of Fairview to Middle College in partnership citizens and with CBU as examples.

Regarding neighborhood events

- When asked opinions about CGA events, neighbors in each session began with expressing general happiness with events (with the notable exception that events seem overly family

oriented). However for each session, the conversation quickly turned to block parties and other mechanisms for neighbors to get to know each other.

- While many noted specific blocks that are excelling at neighborliness, many others said they don't know their neighbors and expressed a strong desire to get to know them.
- Some called for successful block clubs to educate other blocks.
- Some called for neighborhood wide events – participation in National Night Out either on the national day or on another day with a milder temperature, and street parties with streets organizing a party and inviting other streets to participate.
- Others called for other types of get-to-know-each-other activities like book clubs, cooking clubs, and group landscaping efforts. There was also a conversation about organizing neighbors to help neighbors age in place.

Regarding CGA's primary purpose

- Opinions were quite varied regarding CGA's primary purpose.
- Many discussed protection of the historic nature of the neighborhood with comments about Landmarks and advocacy for appropriate zoning, housing styles, and businesses.
- Many discussed safety and CGA's role in developing a relationship with the police and advocating for support of Phelps.
- Others discussed CGA's role in helping neighbors to be in community with one another.
- Others discussed CGA's role as a facilitator – seeking neighbor input on issues and advocating accordingly and mediating forums when opinions are divergent.

Regarding perceptions about how to get involved

- Many people said it is easy to get involved by finding opportunities through the website and the newsletter, and by calling a member. Some mentioned that there are committees seeking members.
- Others talked about the need to be sure to welcome new neighbors in and discussed ways of doing that – from welcome packets to neighborhood-wide gatherings.

Regarding how neighbors want to be engaged and about what

- Some neighbors volunteered for specific tasks (to help with historic preservation, with residential infill advocacy, and with an effort for neighborhood-wide sidewalk repair), but most neighbors returned to comments about helping neighbors get to know each other. Others mentioned more robust communication of board agendas and neighborhood events.

C. Board of Directors Themes

This consultant conducted a board of directors meeting at the start of this process, which followed the structure described in Addendum A. The following themes emerged from the facilitated conversation.

There appears to be several points of differing opinions that will directly impact how the board moves forward:

- It seems there is a lack of consensus around events with some board members believing they are important to gaining members, others believing they are a drain on energy that should be placed elsewhere, others perceiving that the events are beloved by neighbors, and others that they aren't embraced by neighbors, evidenced by not enough volunteers.
- It appears that some board members are oriented toward events and "showcasing the neighborhood" while other board members are oriented toward spending time on issues such as working with public schools, and relationships with surrounding neighborhoods.
- Most appear interested in the development and maintenance of common green space (medians, trees, and alleys), but consensus strategies have yet to emerge.
- Some board members appear more focused on the CGA board as the main body for mission accomplishment while other board members see a great need to activate and educate neighbors on how to solve their own problems and take action on issues.

Board members individually came up with some interesting ideas for quality of life improvement/activities:

- Develop neighbor support systems so that neighbors can age in place.
- Create neighborhood unity through fun events like a porch concert festival.
- Close some alleys and turn them into green space.

D. Partnership with Institutional Stakeholders

Institutional stakeholders were invited to a focus group, facilitated by this consultant accompanied by Planning Committee members. The purpose of this meeting was two-fold with an emphasis on relationship-building and gaining input on CGA's current activities.

Process

CGA gave a brief presentation on the current focus areas and then stakeholders provided written comments on each of the following items via focus area: partnership opportunities, conflicts or areas of concern, and general ideas. Participants were given ample time to mix and talk with one another and with Planning Committee members and many side conversations sprang forth with contact information exchanged. For example, school representatives talked to the Greenfield Arena representative about using the arena during school hours and the Public Works Director talked to Planning Committee members about maintenance issues on the medians.

Following Up Items

Several items emerged that appear to warrant follow-up:

- Public Works' offer to discuss median maintenance.
- Offers by Central High School, Immaculate Conception School, and Grace St. Luke School to integrate students as volunteers for various things including gardening and events.
 - Clean Memphis' offer to help coordinate clean up and beautification events with the schools.
- Greenfield Arena's offer to discuss beautification possibilities and their ability to host playtime events.
- Methodist's verbal offer to explore event sponsorship.

III. Big Questions and Recommendations

Big questions arose out of the themes that emerged from the mapping (strengths and weaknesses) exercise, and neighbor and board member sessions:

- As neighborhood issues arise (for example, proposed developments) where should CGA be on the continuum of acting as an educator and facilitator of dialog vs. stating official viewpoints and advocating for specific actions?
- How much time is spent as a protector of quality of life and how much time is spent as community-builder and facilitator of relationships and how do these efforts interrelate?
- The following issues seem to be things neighbors are passionate about. How does CGA want to facilitate neighbors to work on these issues?
 - Green space development and infrastructure improvements (sidewalks, trees and alleys, parks)
 - Getting to know your neighbor – community-building
 - Uniting midtown neighborhoods to solve for common issues (inclusive of crime and business development/appropriate retail and structures)
 - Supporting and improving neighborhood public schools
- What is the mechanism for helping neighbors solve problems as opposed to forwarding the problems to CGA to solve?
- How can CGA work to ensure all parts of the neighborhood are included in association activities and feel part of the neighborhood?
- Based on your decisions regarding the above issues, is the board (and its committees) structured in the appropriate/helpful manner?

Consultant Recommendations

During the board focus group, this consultant was specifically directed to include my recommendations in the Discovery Report. Thank you for that request.

- CGA should focus on helping neighbors move their ideas in action and their concerns into solutions. CGA, as a board, has limited power. Your greater power is in activating your fellow neighbors. People are most effectively activated when they have a personal stake in an issue. “Volunteerism” (activating people around pre-set issues, like volunteering for events) is important, but has a limiting effect.
 - This includes educating neighbors on how to take action on concerns. For example, present neighbors who are concerned about problem properties with avenues for solutions (code enforcement, community-building activities like block parties, etc.) and then help them connect with other neighbors concerned about the same issue.
 - CGA should be nimble when neighborhood-wide issues surface and allow for leadership outside of the board. For example, during the Listening Sessions neighbors talked a good deal about sidewalks. Instead of CGA starting a board-driven initiative about sidewalks, CGA could create an ad hoc committee of neighbors to discuss solutions; CGA could authorize that committee to take action and then CGA should communicate the action out to the rest of the neighborhood.
- Many issues can be solved through neighbor action, but neighbors can’t ban together for action if they don’t know each other. CGA should focus more on putting neighbors into community with one another. There seems to be some great block-level interaction in some parts of the neighborhood, while it seems to be non-existent in other parts. Build more block clubs.
- CGA should unite with other midtown neighborhoods to create solutions to midtown-wide issues, like business development in retail corridors, alley use and maintenance, park preservation and maintenance, and crime.
- Realize that a volunteer organization/an association can’t always have a comprehensive and consistent approach. Associations are messy; associations are most effective when working on issues that multiple people are passionate about; associations are more about relationship-building and less about consistent products.
- Recognize that CG is in the middle of an urban village - that is a benefit and that is unchangeable. The most predominant strength listed was proximity to culture, entertainment, and other interesting neighborhoods. At the same time, speeding, “through traffic” and “non destination pedestrians” are mentioned as weaknesses. While speeding is a concern to be mitigated, CG is indeed a neighborhood situated between other neighborhoods and major employment centers and will continue to have traffic (both foot and vehicular) of various origins on the public streets that make up CG.

IV. Addendum

A. Listening Session Process

Each session began with participants talking informally around two maps of the neighborhoods. One map was marked “strengths” and the other “weaknesses.” Participants were each given 6 sticker dots and were instructed to do the following, with a time limit of 20 minutes:

- Identify 6 strengths and 6 weaknesses on the maps and explain your choices on a provided worksheet.
 - Place your red dots on both maps in places indicating strengths and weaknesses.
 - Describe each strength and weakness that you mapped on the attached worksheet, including the location.
 - For example, if you placed a dot on the strength map on the corner of Central and Belvedere, write that location on your worksheet and tell us why it is strength.
 - If an identified strength or weakness doesn’t correspond to a specific location, place your sticker out on the margin of the map. On the worksheet describe it and then put “general” in the location blank.
 - If there are too many stickers in one location on the map put your sticker nearby OR make a check mark on the map and then note the location that you wanted to place the sticker on your worksheet.

Following the mapping exercise, participants were facilitated through a set of questions (see notes for each session).

B. Board of Directors Focus Group Notes

Facilitated Conversation Results

How do you want CGA to engage with surrounding retail areas?

- Prompt the businesses to provide discounts for CGA members.
- Gain a specified contact person with each business from whom to request donations and work with on problems.
- Build relationships with the businesses – CGA used to have a Union Avenue Committee that assigned each block a neighbor as an ambassador and organized an annual business breakfast and business awards.
- Encourage consistent landscaping to blend with the neighborhood.
- Continue to work with developing businesses on their architectural and site plans.
- Encourage pedestrian-friendly and bike-oriented infrastructure.
- Nominate an employee of the month – employees that are particularly helpful to neighbors.

- Identify which businesses we want a relationship with, meet with them to find out what would be most helpful to them and to us.
- Learn from Cooper Young to find out what has worked for them.
- Do some exploration around attracting more mobile businesses, like food trucks, that enliven the neighborhood.
- Recognize helpful businesses.

How do you want CGA to interact or support surrounding neighborhoods?

- Be proactive by initiating conversation about common issues.
- Be a leadership by talking to other neighborhoods about our strong board structure and initiative work, like the arboretum.
- Take a leadership role in issues of common concern, like the Cleveland median.
- Stronger neighborhoods around us make us stronger; working with other neighborhoods increases our clout.
- Our mission statement says that we reach out and develop relationships, so we should reach out and ask what we can do to help.
- Explore getting to know the under resourced neighborhood to our southwest border and see how we can help.
 - Be prepared for animosity from them.
 - Find the matriarch of that the neighborhood to ensure good relationship-building.
- Work with another underserved neighborhood that is past the tipping point (like our efforts with Soulsville) to partner with them and provide resources, like a sister neighborhood.

How do you want CGA to support/create/care for common green spaces in or near the neighborhood?

- A park would be nice.
 - We can't do that because of the insurance and liability, as we discovered with Grace St. Luke's old park.
 - Identify a need for a park and advance that to the city Parks Department.
 - But don't we need green space in order to develop a park?
- Get the medians irrigated so we can actually grow more things in it.
 - Make the other medians, besides Belvedere, look as lovely – consistently care for all of them.
 - Create a long-range plan for medians using experts.

- The tree canopy is 90-100 years old; we replace 10-14 trees a year, but we need to be doing more and have a tree replacement plan informed by an arborist.
 - The tree replacement program only provides trees for front yards (because of utility wires); we need to expand the program to replace trees in the back yard also, if we are truly replacing the canopy.
 - We wait for people to come to us and ask, but we should be proactive.
 - What is the goal of the program – to maintain the arboretum or to keep the canopy?

How do you want CGA to engage or support neighborhood (or nearby) schools and institutions?

- Adopt a school that could use our help, like Central High, Bruce, or Idlewild.
- Let the schools know about volunteer opportunities in the neighborhood (Spring Fest, Winter Fest, 4th of July).
 - We do some of that with the middle schools.
 - We use boy and girl scouts now.
- Reach out to schools about having a representative on the board, committee or a designated communications person.
- Develop intentional relationships with leaders, for example through regular stakeholder meetings.
- Ensure we maintain our relationship with Grace St. Luke to retain use of the parking lot.
- Make sure we don't limit our relationship-building efforts to just Grace St. Luke and IC; there are other neighborhood partnerships to leverage.
- Remember to recognize the institutions who have supported us thus far.
- Central Church would probably open their gym up to the neighborhood, if asked.
- Get behind Central High School the way Cooper Young got behind Peabody Elementary so that more neighbors would send their kids there.

What do you think of the neighborhood events? Are you interested in adding or subtracting to those? (Home Tour, 4th of July, Spring Fest, Winter Fest, and holiday decorations)

- Create more block club events, like the ones on Carr; these are great and promote neighborliness.
- We need to have more activities that don't have to be coordinated by board members.
- Increase committee membership to include non-board members to increase our capacity for events.
- How do we make sure events are sustainable and not a burden on a few?

- Ensure that there is a replacement person in the wings for each event and that each event has co-chairs.
- Need organic excitement about events from the general neighborhood.
- The board spends a whole lot of energy on events that are short term and weather dependent, so I could rather put my energy toward things like opening up Central Church gym for neighborhoods on every Saturday; the events are not why I am a member of the board.
- Our events don't really drive membership, but it showcases our neighborhood.
- Understand what the roles our events play and how that ties into membership.
 - Develop a task force to explore the events.
 - Identify what is important to neighbors.

What should be the primary role of CGA?

- Make it the neighborhood people want to live in.
- Ensure that we are meeting our mission of being the premier historic neighborhood.
 - Perpetuate that all over the city and to other cities.
- Ensure we have the advantages others don't – like Phelps Security.
- To protect the neighborhood as it stands now.
- Making sure that the homes stay historic – in the same genre they are supposed to be (thru meetings with Landmarks and Board of Adjustments, etc.).
 - But accept the growth in our neighborhood too - for example, the new Kroger and the bike lanes.
- Figure out ways to be ambassadors for the good things happening.
- Facilitate authentic neighborhood pride through doing what we know will keep Central Gardens authentic and encourage others to speak about it.

What is CGA's role in helping the neighbors be active in creating or maintaining the neighborhood they want to live in?

- There is a good system for communication.
- They look to us to take the lead.
- Our block encourages other blocks to get active.
 - I live on a block of renters and I can't get them to be active.
- What happened recently with the Idlewild gate is a good example, we passed information on to neighborhoods and told them how to get involved to express their opinion.

- We pass information along about events in the neighborhood.
- I don't think we do a good job of helping people be good neighbors. For example, we lost the wreath hangers two weeks out so we wrote email templates for people to use to gather more volunteers, but we didn't make it easy for people to sign up by putting Google links for sign up. We need to educate people how to solve their own problems, like with sinkholes, instead of doing it for them.
- Look at everything we do and see how we can facilitate neighbors to do things for themselves – gather the information and be conduits to distribute the information to people who are most passionate about the neighborhood.
 - We absolutely ask everyone to volunteer through newsletter and membership sign up.
 - But it doesn't occur to some people to get involved until they are directly asked.
 - Everyone in the room probably had a personal ask that motivated their involvement.
- It is important to plug people into volunteer opportunities and to help people leverage their individual passions.

Comments Provided by Notecards and Emails

- How to involved cultural activities with CG? Orange Mound
- Engaging the neighborhood – I think it is easier with the east/west streets than the north/south. I think there is something here we should explore.
- I do think that our board has gone a little "event crazy" and that's from only two years on the board. There are many blocks in this neighborhood that have block parties without the board, and I think their success is that they are more authentic, and not a mishmash of what the board thinks our events should be.

One event we are planning has about 6 - 8 things happening within 3 hours, when it could really have 4 and still work to build community, offer a space to gather as a neighborhood. The volunteers on the committee feel obligated to pay for many of the things we are featuring. I guess my boyfriend put it best -- is this just a vanity project for the board?

I think we need to simplify and cut back to what our purpose is. I think if you polled most neighbors, they'd want us to focus on doing what keeps their property rates intact -- offering solutions for security and maintaining the look of the neighborhood. Community engagement is definitely important, but maybe we can find a way to simplify how we get that engagement -- simpler events that don't coincide with other things happening.

I think the 4th of July Parade and the Home Tour are things the whole community is interested in, but the others might be more of a party for the board members and their friends. Which doesn't make them wrong, but might make more sense as events organized

by non-board members.

I'm curious what the neighborhood feedback is.

That's it. We do a lot right -- tree service, facilitate security meetings, low cost memberships, promote Phelps, newsletter. Just think we've gotten caught up in a lot of extraneous things.

C. Listening Sessions Notes

January 20th

1. How do you want CGA to engage with surrounding retail areas?

- Was disappointed in the gate issue with Kroger because I don't like to have to get on Union to get to the Kroger store, prefer ease of access.
- Strip shopping center where Wiles-Smith is run down.
- Not a lot to walk to in the neighborhood that I want to walk to and send my kids to. Part of that is the kind of businesses and part of that is that Union feels unsafe.
 - People hit me up for money at Shell Station and Walgreens.
- Would support new businesses if we had relationship, so connect with owners and people to try to lease space.
 - Want businesses to be sensitive to what the community would like to see there.
 - Is there a midtown organization that could help us relate to the businesses?
 - We need to be more proactive on what goes in on Union. For example, the car wash next to the Shell Station, not sure if anyone talked to them. I am applauded at the picture of the development that will go in on Union and Mclean.
 - And we must encourage the businesses we like to remain here.
 - Identify the real estate bodies that own the places on Union and be proactive about what we want there.
 - We need a task force that would take on the mission of working with the businesses.
 - If we want to influence businesses and get ones we desire, we need to survey CG to show our strength in numbers.
- Encourage bike friendly infrastructure.

2. How do you want CGA to interact or support surrounding neighborhoods?

- We are the largest by far and being open to the leaders of these little neighborhoods to let us show them what we did.
 - It is vital to maintain relationships with them.
 - They have the same issues that we do with Union and other business corridors so we might as well go into concert with them on business efforts.
 - Next door helps us hear from different neighborhoods.
 - As you walk to Annesdale there is more trash and I see residents picking up trash, so maybe we want to talk as a group of neighborhoods to solve these issues; it isn't just residents who are littering.
 - Is there still a midtown council of all the neighborhoods to meet together? No, that would be a great idea then. It would give us a lot of votes.
3. How do you want CGA to support/create/care for common green spaces in or near the neighborhood?
- There is no place for kids to go and kick a soccer ball around that is open to all of them; they have to go to Peabody or Overton Park.
 - There is an empty lot on Carr and the kids use it, so I know there is a need for that.
 - We talk care of the medians on central (a couple of neighbors). The city has an infrequent rotation of care. I almost wish the city would leave it to us. We need maintenance.
 - Trees on Belvedere need replacing.
 - CGA could contract for median maintenance.
 - We used to do plantings twice a year, but it was a huge maintenance issue so we went to more permanent plantings, but when we did that we quit having eyes and hands on the medians and I think that is why it is looking shabby.
 - Need a plan for our alley spaces. Right now some are closed, some are open and there is no shared vision for that.
 - Could some of the alley ways that are already closed off become green spaces?
 - We discussed some of the alleys as weaknesses and it promotes criminal elements.
4. How do you want CGA to engage or support neighborhood (or nearby) schools and institutions?
- It is great how they promote activities on the website.
 - Do we have any relationships with the public schools in the neighborhood?

- Idlewild – there are people in the neighborhood whose kids go there and the principal lives on Carr.
 - The Belvedere Middle School sign needs to be painted.
 - I think we can just sneak by there and paint it.
 - I think it is cool how Central does its homecoming parade. It would be nice to support it. Those kids seem very appreciative to have people watching.
5. What do you think of the neighborhood events? Are you interested in adding or subtracting to those? (Home Tour, 4th of July, Spring Fest, Winter Fest, and holiday decorations)
- Are Spring and Winter fest well attended?
 - About 250 people attend each event. Winter Fest is just getting started and we don't know where that will go yet.
 - I like the horses and carriages for Winter Fest – historically fitting and fun. We could ramp that up.
 - The number of events is good – 6 are enough 12 are too many.
 - We have talked about having a block party night once a year. I would like CGA to encourage it. National Night Out is too hot.
 - There are blocks that are really strong about this – Goodbar, Linden. Have these blocks write up what they do and share it out to encourage others to do it.
 - There is one on our block that doesn't feel very welcoming.
 - We have small lots and sidewalks and front porches so we get to know our neighbors. Any and all activities we can do that help us get to know our neighbor is a good thing. Our neighbors raised our children. We have keys to get other's houses. What we are doing today is a huge strength.
 - I am surprised that I don't know my neighbors as well as I had hoped when we moved in; so whatever we can do to encourage more people on our street to interact.
 - Streets go through life cycles. Our street was an old street and we knew each other because we walked our dogs. Now young people have moved it and it is so fun. We have a whole new life.
 - There are communities across the country that are addressing aging in place and that is something we really need to look at in CG. I would like to be able to stay in CG rather than moving to a big condo. (Lots of nods). We could use barter systems. I think that could really add to the quality of life in the neighborhood. And we need to be able to know people could help us stay.

- Maybe a partnership with schools.
- Senior support system.
- This is sweeping construction groups, but what dawns on me is that we are looking to downside, but we want to stay here that is smaller.
- Redevelop the Red Cross property.
- University Place is a senior living place surrounded by mixed residential use.
- We don't want to just live where other senior citizens live.
- The wreaths are great and want to see it continue.
- Love the 4th of July and love it is open to the public.
- I love Halloween even though it isn't a formal event.
- Similarly, I love how everyone comes out for the St. Jude run.
- On Vinton there is a block directory that one person organizes and because of that, the block has events together. Perhaps that association can ask one or two people on each block to unify the block.
- I have a neighbor who invites other neighbors to his garden for party.
- Other examples of unifiers are book clubs.
- There might be a way to combine neighbors and fixing up houses; the tree program is important, can we downgrade that to do landscaping?

6. What is or should be the primary role of CGA?

- To bring us all together for a common unified goal and that goal is quality of life.
- Facilitate communications.
- Advocacy
- Raise residential property values and security.
- Quality of life is the big headline.
- Get more members. Are we financially sound?
 - Yes, we are. Membership is a driving goal. The membership and the Home Tour are our two moneymakers. We are trying to prioritize our spending. The "patrons" who pay a higher amount for dues are the ones who basically fund CGA.
- The overall goal should be to unify the neighborhood and to be very inclusive in that unification. I live on York and there have been some issues because of IC development that make some residents on York feel like they are the stepchildren of CG.

- Provide home maintenance information. The website does a good job of telling us who might be good contractors, but I could use some help on issues like best roof types, best heat and air for 100 year old houses.
- Improving quality of life is a big umbrella and it helps us with marketing and safety.
- The neighborhood association should be a vehicle to empower people to have the neighborhood they want; seeing ourselves as a part of the city; and being a positive force. The association should focus on continuing to be a powerful and positive force in the entire community. The we are connected and not cut off from the rest of the city.
 - We are not a walled fortress.
 - The Next Door site is all about crime, but we haven't mentioned crime in this session.
- CGA should be commended for what they have done. They are a strong force for speaking up for us and I want to see it continue.

7. Currently, what is your perception of how you can get involved or get help from CGA?

- Volunteer by calling up anyone who you now who is a member and say what you are interested in doing and they can direct you.
- I am not sure how the association is structured now. A while back it seemed like the board was so big it was hard to control. Smaller boards are more nimble and there can be committees that can do work so the meetings don't get bogged down.
- It would be nice if we could have representatives from each part of the neighborhood on the board. *Answer from board member* – there are four zones each with a representative.
- We have seniors on our block and they don't have computers. So we have to print it out for them and that is being neighborly.
- How do we communicate this information to new people in the neighborhood?
 - We have new neighborhood packets we give to each person.
 - If the neighborhood association could identify a welcome on each block that would be helpful. So many people in this neighborhood are long time Memphians, but when you move here from other cities it is easy to get lost.
- Go to the neighborhood meetings.
- Annual meeting is good.
- They are always asking for volunteers.

8. How do you want to be involved? How do you want CGA to facilitate your involvement?

- It is important to communicate the opportunities for involvement and they do a fairly good job of doing that.
- Distribute the results of the plan to every household to give calls to action. People need to know that there is a structure to get those things done.
- More of an emphasis on block club parties.

Comments Provided by Notecards and Emails

- New shopping exists on Lamar (Fred's and Dollar Store); please include them in the Feb. 22nd meeting. Help them become neighbors.
- Volunteering is key – how do you get people to volunteer? Communication is key and CGA does it well so how to move forward on this???
- How do you engage residents to be more pro-active? Residents support events, but not necessarily come out to help the events become real. Engage schools by getting children involved in associations and neighborhood tasks ex. Wreath put up and take down, alley clean up.
- Survey CGA residents to determine what businesses we want on Union and other commercial areas near us.
- Develop a list of opportunities for involvement.
- Aging in place opportunities.
- Could a committee look into replacing holes in the sidewalks that name the streets?
- Union Ave. needs re-working – bike friendly, pedestrian friendly, less difficult to drive on
- Block parties? People can help organize them.
- Encourage walkability – can Union Ave. stores have a southern entrance and beautify the alley to encourage walking to retail and entertainment?
- CG – increased involvement with local school activities and collaborating with neighboring areas – Lamar, i.e.
- I never got a welcome packet and didn't know about membership! Signing up today!
- Beautification Committee – to include being a resource on home maintenance, to work on addressing homes that are “eye sores.”
- Security reports/maps of hot spots need to be publicized via email/website. Keeping info just for Security Committee is not enough.

January 21st

1. How do you want CGA to engage with surrounding retail areas?

- Get them involved in the conversation.
- Talk with them about what types of businesses we want to see there – something larger to shop in like Wal-Mart.
- Family Dollar is looking for another location and I don't want to see that happen.
- Bring more locally friendly businesses- no destination shopping.
 - Traffic flow can't handle it.
- Excited for the new Kroger.
- Talk with them about the appearances; the strip with Wiles Smith doesn't look good.
- We had influence with Belvedere and Union development.
- Midtown falls under an overlay with restrictions – it is a compromise, so it works well sometimes and sometimes it doesn't. For small businesses, the overlay requirements are prohibitive.
 - CGA should be active to support the overlay and help to guide the businesses with what we want to see.
 - A good example is Kroger.
- Years ago there used to be a good relationships with businesses.
 - Don't have that anymore because so many are chains.
 - Problem is that you are dealing with someone at corporate headquarters that doesn't care about the neighborhood. Go local, but sometimes you need a bigger retailer that can spend some dollars.
 - Still some you can make contact with but it might not be the local person.

2. How do you want CGA to interact or support surrounding neighborhoods?

- Interaction to coordinate on security and cut down on crime.
- NextDoor.com and other technology helps you communicate the other neighbors; I am not sure how we can carry that through more in depth.
- Get a lead from each board, so they can talk with one another.
- Even if we just exchange information with other neighborhoods.
- Might be nice to find topics or resources that can benefit from the scale of multiple neighborhoods, like security – identify those and ban together?

3. How do you want CGA to support/create/care for common green spaces in or near the neighborhood?

- Clean up green spaces and in the neighborhood in general.
- Peabody Park is a resource a lot of us would like to use but it used by people outside of this neighborhood and is left trashy. Can the association take over that park or limit the access?
- There is no park we can walk to with our kids; we go to Overton and parks in other neighborhoods. We have always lived where we can walk to neighborhood parks.
- What about a community garden?
- We have overgrown alleys.
 - The alleys are interesting to me – how many are still used for trash pick up. Could it be used as greenspace like the railroad reuse?
 - Our biggest weakness is the lack of green spaces – we are seriously deprived and to envision the alleys to be taken back and used is intriguing.
 - We could do an assessment about which alleys could be turned into greenspace.
 - In my old neighborhood in Florida, the neighborhood got involved in alley clean up and we did a photo exhibit about our alleys to encourage people.
 - Alleys are havens for crime.
 - MLG&W has right of way access to the alleys, so there might be some compromise.
 - Clean up the alleys – in the summers they are nice and shady, but they are where people are hiding.
- When I walk my son, we just walk in the roads because the sidewalks are too bad. It might be cool if we could get a deal if we all replace sidewalks in mass.

4. How do you want CGA to engage or support neighborhood (or nearby) schools and institutions?

- GSL has always been very well supported.
- The public schools need to be remembered; we are the only public school family on our street.
- If we supported Central High school, it would be the best investment we could make – some sort of physical representation at Bruce, Central, and Idlewild. These schools are in our neighborhood. We have to get behind them.
- Years ago, the Central High School band used to walk the neighborhood every Friday afternoon.

- I would like to see us involved in Bruce and Bellevue – mentoring and after school would go a long way toward getting ride of crime.
 - Create consolidated voice for the neighborhood, more of a known channel because of the bickering going on at the Next Door site between GSL and Peabody parents. The board should be a mediator to build a collaborative relationship.
 - The potential for IC expanding by removing homes is troubling; the neighborhood needs a voice.
 - What about a park on the Red Cross property?
 - During the summer I read a lot about kids going to doors to raise money. Create standards for kids going through the neighborhood, a badge or a parent with them or something to indicate legitimacy.
 - I don't understand why people won't join the security.
 - I live alone and they are invaluable to me; they will meet me in my driveway and watch me go into my house.
 - I would like to see the neighborhood promote that more; I just moved here and I didn't know about it.
 - Is there a way for the board to get our hands around why we have 1200 houses that aren't members?
5. What do you think of the neighborhood events? Are you interested in adding or subtracting to those? (Home Tour, 4th of July, Spring Fest, Winter Fest, and holiday decorations)
- Events are a great strength.
 - Don't subtract.
 - Clubs are cool – when I lived in Harbor Town we had a cooking club were we would meet and do the week's preparation – have different things like that you can do and advertise them on the website.
 - Book clubs, happy hours.
 - Go through Clean Memphis to do service events inside of the neighborhood.
 - Get the kids in the neighborhood to do service events in the neighborhood to get together.
 - Need to have more block captains.
 - More social things we do, the more we are a community. It all seems very pinched off. I have been in my house since May and I don't know more than my neighbors.
 - Some blocks do food truck events.
 - I suggest quarterly events for new comers.

- What about a yard sale day.
- Holiday decorations is great.
- I'd like to see that expanded.
- 4th of July parade is THE tradition.
- In NOLA they asked the residents of St. Charles to have white lights and it is like a winter wonder land – simple and enchanting.
- Halloween – it is one of the greatest gifts we have in the community and we should all get behind it and showcase what a great community and city we live in.
 - I agree and like it but our neighborhood kids have to come out in the daytime because other kids overwhelm us at night.
 - In Harbor Town it is over at 7 and the police control that.
 - Halloween needs some structure with cars not driving down streets, etc.

6. What is or should be the primary role of CGA?

- Their role is to over communicate. You have to say it 10 or 100 times.
- People want transparency.
- More proactive social media.
 - Open a private Facebook group to keep outsiders out of communications.
- To be the one voice for 1500 homes when you are going to fight a zoning case and to communicate other items back to the neighborhood.
- Something simple like buying power – 10% off of something offered to the neighborhood.
- They are the ones listening to the neighborhoods, setting the standards, and protecting us.
- Communications goes both ways - outgoing and incoming.
- If you have a problem, call your board member.
- When there is not a clear opinion of the neighborhood, it is important to offer up a meeting for discussion.
- To be the facilitator, in general, for when opinions are divergent and to throw cold water on heated events.

7. Currently, what is your perception of how you can get involved or get help from CGA?

- Become a committee member.
- Volunteer for something.

- Know your neighbors.
 - Outreach to new residents is important. Kill them with kindness and show them how they can connect.
 - Our block, Cleveland to Melrose, has a directory with car photos and house photos.
 - Vance between Kimbrough and Willet has a directory with your pet and your family members listed and who has your keys. There was a fire years ago on the block and this came out as a way to ensure the home owner could be contacted.
 - Constant outreach to existing members is important because people go through life changes.
 - Do something at a local restaurant, a meet and greet, just to socialize, not a lot of pressure, just get to know your neighbors.
 - I own The Attic and we have done after hours events and we will do discounts and gatherings.
8. How do you want to be involved? How do you want CGA to facilitate your involvement?
- I am the President of the Beethoven Club and a chamber music group and we give non stop concerts. I think it would be nice if people are more aware of the 6 concerts that are free at GSL.
 - CGA could recommend an event once a month for neighbors to go to together.
 - Send out a survey monkey to solve some of the bickering on issues. The problem we have is too much talk and bickering on even the little things.
 - Would like for the board to post their agenda items and be able to weigh in.

Comments Provided by Notecards and Emails

- Keep using the University Club for possible events – like the Home Tour parking. Take advantage of that while Kenny Charbonnet is still Club president. Happy hour – cash or charge!
- Camera on each block. Cost shared by homeowners on block. You can access camera through your phone.
- Businesses – Adopt-a-Store(s)* even if managers change there could be an on-boarding process as new managers came in. If nothing else to work with them on landscaping, litter, loitering issues. *Some means of rewarding businesses that are good neighbors.
- Green spaces streets ok – More organized group litter pick-up maybe specific day each week/month.
- Data driven initiatives using something like Survey Monkey.
- Home Tours – Love it, hate the date. Too hot, either a week or two later in spring.

- Tear down Ashlar Hall and make a beautiful park there!
- Have a dog parade/contest to support something like Humane Society.
- Entrances to Central Gardens need to be improved!
- There are AirBnB problems; the board needs to be active.

January 26th

1. How do you want CGA to engage with surrounding retail areas?

- Keeping us informed about what is really going on.
- Get a Target.
- Have the Shell Station on Union be a little more honest.
- Sign ordinance don't allow an external posters; many retail establishments are out of compliance; turn non-compliant occurrences into code enforcement through a committee.
- Encourage restaurants and bars to open - Rozelle and Willett.
- Be very active in promoting the establishments; one way to do that would be to create a directory.
 - A shop local directory.
- Punish businesses that degrade the neighborhood by not shopping there and reward the good businesses.
- Attract more local businesses.
- Is there an opportunity to use our collective buying power to draw services into the neighborhood that might not otherwise come?
- Sidewalk repair would be a good collective issue – we want a walkable neighborhood.
 - I worked with the city of Memphis to do that. I asked them for their contractors and got the right specs and then priced it. I could make that template available.

2. How do you want CGA to interact or support surrounding neighborhoods?

- Mission creep – we have a hard enough time taking care of our own stuff.
- Board meets with leadership of neighborhoods to communicate with them, say perhaps for a second Phelps truck.
- We are all a community of midtown and it is important for us to communicate and work together.

- Don't support them financially, but weight common causes.
 - Work with them when issues need broader support and do lobbying together.
 - The University District has been very successful with their overlay. Do we have the resources to look at an overlay and consider the common area between neighborhoods?
 - We have the midtown overlay and we need to enforce it and defend the zoning we have.
 - And that is when you work with your other neighborhoods.
 - We are not an island. We have streets that go through two different neighborhoods – traffic, crime. So certain things will affect us that happen in other neighborhoods. We need to be mindful and it takes the village. The village includes them and we should be mindful of ways to work together.
 - I don't think police coverage has been the same since the precinct moved and crime could be a think that could undermine us all. It is important to step up with when crime happens and work with other neighbors.
3. How do you want CGA to support/create/care for common green spaces in or near the neighborhood?
- As we enter Central Gardens on Belvedere, there are stone monikers. Other places there are metal signs that looks like a for sale sign. Do a much better job identifying our entrances and as a historic neighborhood.
 - Particularly on Peabody and Central.
 - On north and south streets.
 - Speed bumps to slow down traffic, especially on Harbert.
 - I don't want a speed bump because of all the noise.
 - I don't want the signage.
 - I feel like there are so many families living in CG with smaller children and it only takes a second for anyone's child to get hit by a car.
 - Maybe a stop sign; the speed bumps are troublesome for bikes.
 - Through traffic from downtown, drunk drivers who are coming down the side streets.
 - We need to pressure police to make the impact on certain intersections like Harbert and Willett.
 - Eliminate left turns on Mclean and Cooper to direct traffic differently.

- On some of the narrower streets, people are parking when the street wasn't designed for both side parking. When a car comes down fast, it is hard to back out of the driveway safely. Ideally, people park in their driveways or people park on one side.
 - Be clear who is responsible for green space. Central (median) was a disaster this year – is it the churches, CGA, each neighbor? Allocate budget and time to make it happen.
 - It is the City of Memphis' responsibility; we should put pressure on them to do a better job. We are 5,000 people.
 - On York, they do flowers and I think that is really neat.
 - The big trees are getting denuded, despite the tree program. Take a street a year and go door to door to try to get the streets.
 - Belvedere Blvd is particularly naked. We need big oaks going in, not just decoratives.
 - If you have an easement, you should be responsible for taking care of it. One volunteer captain organizes neighbors to put herbs and flowers in the alley and then they had block party. (Vinton and Harbert between Willett and Rozelle)
 - Sometimes the city raises the issue of stopping collecting trash in the alleys and we have fought and won every time. We need to promote our alleys and continue to fight the fight with the city. Organize clean ups for the alleys.
 - I walk early in the morning and I feel like streetlights are out. I have called before, but I think we could do a collective effort.
4. How do you want CGA to engage or support neighborhood (or nearby) schools and institutions?
- Idlewild Elementary – not all of the neighborhood is zoned for this school; rezone so that the whole neighborhood is eligible.
 - Add a pedestrian walkway from LeMaster to GSL.
 - We really want a public optional school option in the neighborhood and we should support it as an option for our kids.
 - The neighborhood parents have supported Peabody Elementary and it has been a huge difference in the quality of the school. I am zoned for Idlewild and anything we could do support and encourage.
 - Use our influence to adopt a public school for neighborhood.
 - This approach doesn't work for high school. It is an open enrollment process so most kids going there aren't from our neighborhood.

- A big part of our neighborhood is zone for Rozelle and Bruce and we aren't comfortable.
 - There was a time when GSL was a feeder into Central High and it really made a difference then; in the past there were real efforts.
 - We used to have an exercise class in a room in Central and then they got a new principal and they weren't welcome.
5. What do you think of the neighborhood events? Are you interested in adding or subtracting to those? (Home Tour, 4th of July, Spring Fest, Winter Fest, and holiday decorations)
- Annual Meeting has gotten to be in the same mode. It has gotten boring and people don't go.
 - Can we make the annual meeting more productive?
 - We used to have printed newsletters, mailers for dues collected and somewhere along the line that stopped. Everyone thinks people will look on the Internet, but the reality is that putting something under the door mat is unusual. In our time we had a hard time getting block captains to deliver, but now kids have required hours. Go back to old school communication.
 - Spring and Winter Fest are great, but not well attended.
 - Spring Fest was focused on little kids, but if it felt more like a community block party it might have a better turnout.
 - Spring and Winter Fest are great kiddie fests, but there is nothing there for anyone without little kids. So it is boring if you don't have them.
 - Other neighborhoods do Neighborhood Night Out and make an effort for block clubs and block parties. Drop either Spring or Winter Fest and spend the money on block clubs so people get to know each other.
 - We don't know our neighbors as much as we used to.
 - We have great young families that moved in, but we don't have the communications that we used to.
 - Can the association help us to get to know our neighbors? A person used to have a Christmas party and used to recruit all the kids to participate in a Christmas play. Someone else used to have a chili and hot dog party at Halloween.
6. What is or should be the primary role of CGA?
- I think block parties might work again. Get every block to have a directory.

- A basic thing is for someone to go to each new homeowners home to welcome them. I lived there for 6 months and never got a visit.
 - Our block captain makes an effort.
- New neighbor information about who is responsible for sidewalks, etc.
 - Information about Phelps, garage collection, businesses.
 - Businesses could put discount coupons, particularly with retail businesses that are helpful to us (a carrot).
- Once a quarter have new neighbor gatherings.
- Phelps makes a difference in their presence and they are very helpful when we travel.
 - An alarm doesn't do it.
 - The perception of crime hurts us all.
- The focus of the association should also be lobbying association. For example, as we are involved in the Landmarks Association, we are lobbying for historic structures. Lobbying for what we want in the neighborhood should be a primary role.
- Protection of the neighborhood around zoning and landmarks.
- Promote safety. In so much as at least letting all 5,000 members know that Phelps is an option other than just on the website. Work with the police for more patrols. Hold the merchants' feet to the fire about loitering, because that becomes a conduit to foot traffic in our neighborhood.
- Promoting the brand. The Home Tour does more to promote us and draws people to the neighborhood.

7. Currently, what is your perception of how you can get involved or get help from CGA?

- I went to a Home Tour this year and I went and asked someone in the tent what they do and why and they brushed me off and told me to go to the website. It was difficult and I didn't become a member.
- We can funnel information to the association so they can decide how big a problem a situation is.
- I found it very easy – I went to a website and signed up to volunteer.
- Events are a way to plug in – 4th of July and Spring Fest.

8. How do you want to be involved? How do you want CGA to facilitate your involvement?

- The more we can think through smart ways to get things done with less effort. Use smart media to gather information from us.

- Three of us have worked long hours on guidelines for the community. How many new people know we have those?

Comments Provided by Notecards and Emails

- Please do not forget Central Avenue – we have no Christmas decorations – can't we have something? Maybe some (illegible) on the very ugly lamp posts? And trees on the island on Central Avenue – we would look like we are part of the neighborhood.
- Most CG residents have little to no idea about our guidelines, their purpose or where to find them. Following guidelines aids the neighborhood. They need to be promoted.
- There is a need to develop a relationship with the Police Department. It has never been the same since the precinct moved away from Union.
- CGA should also be a source of accurate information dispelling fear mongering and rumors and communicating ways to solve homeowner and home renter problems (noise, nuisance patterns of problem behavior, violation of guidelines, etc.).
- Greenspace – you mentioned parks, but I am not sure of parks in CG proper. It would be nice to have that common space.
- Events – the 4th of July event is wonderful. It promotes that “neighborhood” feel more so than spring and Winter Fests.
- Getting involved – An education committee – a good public school system will only help our values.
- On several occasions – man pushing cart on Friday morning collecting cans. I'm sure he means us no hard, but doesn't make us feel safe, as we are loading children in the car.
- CGA should be a historical repository for the area – photos, stories, and events.
- Can CGA help with speed bumps? I apply every year and always get rejected. Streets running from downtown have speeders leaving downtown trying to avoid Union.
- Rozelle is overgrown and hard for cars to drive down – homeowners or city?
- Missing stops signs on many intersections.
- Board should be the voice of CG to City Council/Landmarks.
- Are there term limits on the board?
- What does the board do?
- Could the neighborhood have a community website where neighbors could go to and ask questions as to resources? I.e.: Who knows a good painter?
- I like the idea of only being able to park on one side of the street like Chickasaw Gardens.
- Support the idea of an optional school in the neighborhood – have the association and neighborhood support the local, public schools.

- Members of the CGA go to the home of people who just moved in.
- Neighborhood email with crimes that have occurred.
- Not sure how to get involved – with 500 people living in the area – not sure how to approach.
- The role of the CGA should be to represent our residents to the city to ensure we receive the city services we pay for, that police and code enforcement are doing their best for us, that public works and maintenance is done and not neglected, that zoning issues benefit the neighborhood.
- CGA needs to stay on top of institutional expansion in the neighborhood. Example – Houses being torn down for parking lots or large buildings placed next to houses. A parking lot at Peabody and Belvedere is unattractive, also the one on York.

February 13th

1. How do you want CGA to engage with surrounding retail areas?

- Shop there.
- Communicate with the businesses.
- How do we talk to the businesses about how they renovate?
- Be vigilant about the kind of stores, particularly on the south side of Union.
- Are we involved in the Midtown Action Coalition?
- Be proactive with the management, like we were with Kroger, to engage them and say we care and are concerned. Not reactive, but prior to development, especially on northern border.
- Develop an architectural style that blends in with the residential neighborhood that makes all of the commercial more beautiful.
 - The enforcement can't be done by neighborhood but we could propose to the city.
 - Landmarks has over stepped the authority in suggesting that all new development look like 1920 (several people said they agree). A new house in CG should respect the general character in terms of set backs, heights, and massing, but I do think that we should necessarily duplicate the 20s.
- Be proactive in identifying potential properties that we might lose. Don't wait around, but identify. We have a long history of not coming to the table soon enough.
 - Perhaps the board and association should be more collaborative with Memphis Heritage.

- Come to the aid of streets and neighborhoods when there is a case of willful neglect. It should be not left to deteriorate so they can demolish it and create a business.
- Identify good corporate neighbors formally to encourage neighbors to use those businesses.

2. How do you want CGA to interact or support surrounding neighborhoods?

- Broadly speaking, we need to be collaborative and be supportive because we want healthy neighborhoods around us.
- Patronizing local business is key to this; use local.
- Is there an overlay of midtown neighborhoods to help us work together?
- Would it be possible for the presidents to meet once a year?
- Do I recall that a few years ago a PAC was formed to raise money to support candidates that would support our neighborhoods? Is that still around? Have the neighborhood associations collaboratively screen and raise funds to support pro-neighborhood candidates.
- Lobby the police together for better coverage of our neighborhoods.
- When the police was on Union, there was a great relationship and we should work to maintain that relationship.
- We did have a coalition of midtown neighborhoods focused on crime, but faded away when a key police officer left.

3. How do you want CGA to support/create/care for common green spaces in or near the neighborhood?

- Make sure we keep our alley garbage pick up.
- Are the neighborhood associations charged with maintaining the Belvedere strip?
 - Central Gardeners Club works on it. We recently planted a Jack tree and some of us volunteered to water it in the summer. The biggest issue is that there is no water in the median. Encourage people who live on Belvedere to let us use their water support to maintain the trees.
 - Also the median on Avalon at Union is nice entrance and has the makings of being very attractive, if there are people to maintain it. Central Gardeners Club is working along toward this in general and can use all the help it can get.
 - The city has the responsibility of mowing it. But the Central Gardeners Club has transitioned to more permanent plantings, as opposed to seasonal. Some people have planted some trees in the median in honor of people. It

has always been an area of support for the association. People on Belvedere have volunteered or paid to have it maintained. It takes a lot of work.

- The entrance signs are also part of the association's efforts.
 - There have been a number of well-intentioned plantings that have grown and grown and now are hard to get past. Carr and Melrose and Vinton and LeMaster, and Glenwood and Belvedere. The association may have planted some of those and there have been many accidents.
 - It sure would be nice to have some park shared space. We miss the space that used to be at Grace St. Luke.
 - What about the space across from Holiday Ham?
 - It isn't Central Gardens.
 - About 15-20 years ago there used to be a gorgeous canopy when you come down Belvedere. Encourage homeowners to plant trees in their front yard.
 - I wonder about the strip between the sidewalk and the street and if we could plant trees there.
4. How do you want CGA to engage or support neighborhood (or nearby) schools and institutions?
- We walked to a football game at Central High one night and had a great time. The parents and the kids were super nice and welcoming.
 - I am a Central parent and have been for 9 years. We are getting things together better and now we are in a position more to advertise and let people know about it as a good school option for the neighborhood. We are going to be working more toward getting the word out. I would love for CGA to contact us for events for the jazz band and choral.
 - The first thing that comes to my mind is to attend the local public schools. When I was coming up everyone went to Bruce and Central. People feel so strongly about the private schools that they are will to set aside \$18-20k a year.
 - Years ago the band used to parade through the neighborhood.
 - They still do and we need to get the word out about that.
 - We need to help the image of our public schools, have people with skills go in to do lectures; we can pump them up they will pump us up.
 - Include Bellevue. There is a great principal there.
 - Fairview has a lot going on.
 - There are all of those signs around the neighborhood about kids that go to IC and other private schools. We need some for Central.
 - We recently got signs for Central and are getting them out.

- People are ignoring the school signs and speed through them.
 - The collaboration between CBU and what use to be Fairview is a great success story. Can we replicate that now with Methodist? Can they be involved with training students for jobs in health care?
 - Methodist is a sponsor and does help with the school.
5. What do you think of the neighborhood events? Are you interested in adding or subtracting to those? (Home Tour, 4th of July, Spring Fest, Winter Fest, and holiday decorations)
- I haven't heard of Winter Fest.
 - It is more of a family event.
 - They all serve a nice little purpose, but I don't know what they do to the budget. It think they have found a niche.
 - Agreed. They all serve a good purpose and get people outside to meet each other. 4th of July the best.
 - Home Tour is great and highlights our number one asset.
 - I'd like to see the Home Tour highlighted in other cities to get them to come here to see it.
 - We do have people that travel to come to them.
 - Get some people from Germantown to come.
 - Spring Fest seems sparsely attended. I wonder about adding some art vendors to get more people to come out and it could be a fundraiser.
 - People get carded when they walked to Spring Fest for beer. They wouldn't give a lady a beer.
 - I know more of my immediate neighbors, but I don't know neighbors from further out. What if we had a roving block party where streets take turns shutting down and welcoming other streets to their street party?
 - (Many comments ensued about streets that have good block parties.)
 - Perhaps we could share resources on how to do a good block club.
 - Perhaps we could share when block parties are happening so others can attend.
 - If you get your neighbors interested you can have a food truck come.
 - Get the bicycle trolley to do a tour of the neighborhood.
 - We need more people to come to the annual meeting. Particularly this year. Strickland signs were all over the neighborhood.
 - Give prizes to the blocks with the most percentage of attendees.

6. What is or should be the primary role of CGA?

- To protect our historic neighborhood, encompassing our promoting sense of community, safety, and protect our housing stock.
- Try to define what a functional neighborhood is and seek ways to head in that direction. I don't think midtown is functional, personally. I think some conversation about that might be interesting. A general definition would be good and seek how to be that place. For example, if I want to buy a shirt today I would basically have to drive 10 miles round trip. Retail does not exist here and it did in 1957 when I move here. Also, kids in the neighborhood attended the neighborhood schools without any question.
- I look at it from a narrow aspect, from an architectural standpoint. I commend the CG Landmarks Committee for representing us at Landmarks. Unfortunately, a lot of those decisions are out of our hands and in Landmarks', so I'd like to see some more effort there.
 - I would echo that. We build a new home a couple of years ago and working with CG committee and the Landmarks was a good experience.
- I have always heard that Belvedere was voted the most beautiful street in America and I have never seen a sign up that said that.
- Where appropriate provide legal counsel, for example if there was an issue with a commercial development.
- Be a distinct presence with the Memphis police department.
- The members who have paid their dues, their name should be in the address to the newsletter and it makes us feel more apart.
- If the CGA doesn't have crime as a major focus, then it will all go down.
 - I know people who refuse to join Phelps. For whatever reason they think they don't do a good job. But we really need to have a second truck because it does deter crime. I would like to see the association in some way encourage more participation to join Phelps. They are terrific when you go away on vacation. I would not live here without Phelps. Daytime crime is the most prevalent and they can't be everywhere at once with one truck. Conduct a massive campaign. I asked for a sign promoting it, but I never got it. I am happy to volunteer with anything I can do to help that.

7. Currently, what is your perception of how you can get involved or get help from CGA?

- It is welcoming. It is out there to be seen on the website.
- The newsletter is an excellent way to hear about volunteerism.
- Agreed – the website gives you a way.

- There are posts on nextdoor.com about crime and potential crimes and they have a racist tone.
 - Somehow I got on it and I remained despondent for weeks.
- I volunteer on a lot of things in the neighborhood and I feel wonderful about all the things I have been involved in. if you heard something today that sparks your interest, get involved. We need you. Share your passions with your neighbors. Pick a project this year and get involved.

8. How do you want to be involved? How do you want CGA to facilitate your involvement?

- Calvin Turley would like to talk to Strickland about having residential PILOTS that could put some political action to the Lyman Brothers' failure. This could also be used for the plumbing property on Central and the old Christie Stone site. Taxes would be frozen for residents who would live on that redevelopment property. It could attract people into the community, which we need so that we don't have to go 10 miles to get a pair of socks. When Strickland comes to address the annual meeting he could announce his proposal to do so.
- CGA does a great job in the newsletter of announcing events, but one thing I haven't known about in the past are potential projects. Like when the church is making plans to use residential property. Notify us in advance so we can come to the meetings and be a part of decision making instead of finding out later what the decisions are.
- B Scott would like to be involved to help facilitate our architectural standards, as we move further away from the golden period, how can we work with landmarks to make more thoughtful, less influenced decisions?
 - A lot of the city folks we are talking about out actually live right around here – Josh and Nancy live the neighborhood.
- I think it would be helpful to know on a periodic basis what the association's needs for volunteers are.
- I happen to be a geographer and there is no more effective way to talk about these things. I can make electronic maps (Peter).

Comments Provided by Notecards

- Park/playground especially on the western side of the neighborhood
- Can a committee be formed regarding sidewalks? As I understand, the county is responsible for the corners and homeowners are responsible for the sidewalk in front of their house. Why isn't the city the entity responsible for sidewalks? A committee could research this issue and make recommendations. Anne McCarthy

- It would be helpful if the association could give a list of good repair, construction vendors or host events where the information is available.
- I would like to see CGA sponsor a mini-architectural event for children so they learn to identify and appreciate our historic district. This could occur during Spring Fest or some already-sponsored event. Thanks, Asiyah Kurtz
- I would like to help with a task force to focus on sidewalks. Keith Cole
- Is the Board 100% behind Phelps? I have had the sense that the Board has been lukewarm in this regard. If the Board is behind Phelps 100%, we need to publicize this fact more actively. Having Board members speak to the effectiveness of Phelps would be a huge help. Should someone be a board member if they do not support Phelps?

D. Mapping Exercise: Results from All Listening Sessions and Board Focus Group

Strengths

- Signage at entrances shows pride of place
- Beautiful homes on every block
- Belvedere is a show place!
- Historic churches – IC
- Sense of community
- Peabody – great neighbors who invite new residents into their homes
- GSL – Great community and neighborhood school
- Belvedere – wonderful medians and beautiful homes
- Amazing canopy of trees and seasonal display
- Getting neighbors together for annual events
- Reaching out to neighbors
- Small lots
- Sidewalks
- Front porches
- People want to be here
- New KROC Center
- IC – school and cathedral
- Starbucks
- U Club – great impact on quality of life
- Arts – Overton Square and the theatres
- Belvedere – this is the positive child (?) for CG
- Carr Neighborhood (interaction in general) – the sense of community is what makes this neighborhood

- Grace St. Luke's – Great to have a nice school in the neighborhood
- Historic district – this is a source of pride in itself
- Home Tour – This is a real plus!
- Strong neighborhood association – hardworking folks who care!
- Strong communities and neighbors
- Church
- Trees
- Median
- Near Cooper Young and Overton Square
- Belvedere/Central – Great access to other areas of the city/interstate
- All homes – eclectic variety
- University Club – safe, secure recreation for all ages/families
- CGA – superb advocate for the community
- Neighbors – friendly, add to security
- Home Tour and 4th of July parade – great traditions
- Carr 1600 block – many well maintained yards and homes and many styles of houses
- LOVE ALL EVENTS
- Beautiful hours/front porches
- Lots of activities and people out walking
- Architectural design
- Home Tour
- Families walking to CG events
- Front porch – great places to spend time, meet neighbors and people watch
- Neighbors – great, dependable
- Idlewild Elementary – strong, public school option
- Beethoven Club – well-known cultural venue
- Belvedere Blvd. – beautiful centerpiece of the neighborhood
- GSL church and school
- GSL parking lot – Central Gardens Spring Fest
- Wreaths put up at Christmas
- Immaculate Conception Church
- Central Christian Church – property is so well maintained – what will happen if it closes
- Wonderful camaraderie
- Lovely neighbors, beautiful homes, historic preservation
- Rosemary Lane – I love midtown – mixed use and demographics
- Family-centric

- Love the way Vinton Avenue operates – holidays and directory – wish other blocks did the same
- 4th of July
- Sidewalks and alleys
- CGA is a very organized group of people with a vested interest in the neighborhood
- Arboretum – largest in-neighborhood arboretum in the state!
- Home Tour – fantastic ad for Central Gardens
- Overton Square – While not in CG, proximity to Overton Square is fantastic
- Neighborhood Associations
- Strength of individual block and block parties
- Trees and landscaping
- GSL
- Belvedere median
- Future development at Union and McLean
- New stores for rent or purchase on Cooper
- Green space and median on Belvedere – beauty of street
- Walkability
- Green space and median on York
- Walkable access to grocery, pharmacy, and other on Union
- Architecture, trees, street, layout, walkable areas
- Great neighbors – caring, concerned about each other, committed to progressive causes, strong voice in community
- Close to restaurants, entertainment, downtown, etc.
- McLean bike lanes
- Trees! Beauty
- Esprit de Corps – good community spirit, events
- Not too much traffic means kids can bike, play
- Events – Home Tour, Parades, Annual Meeting
- Security Patrol
- Neighborhood (segments) Communication (email, phone trees)
- Diversity (people, architecture, activities, restaurants, entertainment)
- Variety of nearby quality services and merchants
- CGA structure/leadership
- Growth of IC School
- GSL School is great asset to the neighborhood
- Nice police and station – we need to honor them (Crump Station)

- Great caring neighbors all over!
- Central High School has a bad rep, but is getting better
- Idlewild – sad forgotten public school within Central Gardens
- Peabody Park – on our border but still accessible
- Love the cultural centerpiece of midtown – Playhouse on the Square and Circuit Playhouse
- Grace St. Luke – stable and welcoming house of worship
- IC Cathedral – classical building, well-kept facility
- Great neighbors along York between McLean and Willet – strong street association
- Walkability – love walking in CG, every turn of the corner presents new views and landscapes
- Idlewild Presbyterian
- Bhan Thai
- Street lights
- Belvedere entrance from Union
- Alleys – improve more
- Cast a wider net for Home Tour ☺
- A lot of great new businesses – development of Union and Overton Square
- Pretty historic homes
- Great mix of young families and more established, mature families
- Beautiful greenery when walking – gardens and trees
- Great stories – wish we had a mini museum
- Lots of fun activities – kid friendly
- Beautiful homes
- Beautiful old trees
- Phelps Security
- Cooper Young – festival, artistic, great food, happy with new restaurants
- Cooper/Peabody – love Midtown Yoga
- Grace St. Luke School and Church – both kids went there – fabulous school!!
- University Club - ? Possible information in newcomers packets, secret treasure
- Security Phelps - ? Possible information in newcomers packets, secret treasure
- Immaculate Conception – Cathedral adds beauty to the neighborhood!
- Peabody – Most beautiful street in Memphis!
- Central Gardens Square – My home – very pretty and safe
- Great, great atmosphere – Nice to see neighbors out and about and to be in such a lovely area
- Peabody Park – Under appreciated park with nice sculpture and free splash park for kids

- Young families – so good to see so many young families in the neighborhood
- Beethoven Club – Very active, 150 events last year, not well known enough with the neighborhood
- Grace St. Luke – Beautiful facility full of wonderful people and activity
- IC – beautiful, active, great people
- Timeless feeling
- Trees
- Diversity in housing styles – not cookie cutters
- Convenience to dining, entertainment and work places (downtown and medical center)
- Tree canopy
- Communication – Great communication from CGA and neighbors
- Lifestyle – midtowners want to live in an area and live the urban lifestyle
- Trees
- Overton Park
- Overton Square
- IC
- GSL
- Idlewild church
- Idlewild school
- Playhouse on the Square
- Lewtitt Shell
- Quiet and green side streets/very attractive and desirable
- Bike lanes and sidewalks /great for exercise
- Belvedere median/great green space
- Great houses/great variety
- Arboretum trees/beautiful in all neighbors
- Neighborhood events/home tour, 4th of July parade, Springfest
- Neighbors with common interest in preservation
- CG board establishing common goals
- Homes with architectural interest
- Security services
- Great neighbors
- History/eligible
- Close to downtown
- Great schools
- Diversity

- Sense of community
- Architecture
- Sight lines/few fences
- Participation
- Safety
- Phelps security car/driving around
- Keeps neighborhoods looking nice
- Central Gardens Board/association
- Landmark zoning
- GSL/I
- Sense of place
- Restaurants
- Old houses
- Central Gardens/Arboretum
- Belvedere/medians
- ICCS/GSL Central Idlewild/great schools
- Historic homes
- Arboretum
- Historic homes and neighborhoods
- Historic street markers
- Preservation of houses
- Diversity of neighborhoods
- History
- Home tour
- Gardens
- Porches
- Restaurants
- Location/illeg.
- Diversity of neighbors
- Great old homes/architecture
- Illeg.
- Belvedere pkwy is beautiful
- Great school choices/IC, GSL, Idlewild
- Belvedere/median
- Good neighborhood, walkable, beautifully maintained yards
- Architecture/porches

- History
- Idlewild Elementary/option school
- Parades, Halloween and great small town feel
- Midtown yoga
- Overton Square/Cooper Young night life
- Front porches/walking
- Overton Sq.
- Grace St. Luke's
- Playhouse on the Square/other theaters
- Belvedere/median, trees, homes
- Harbert at Willett/classic beauty of CG
- Carr/wide enough for July 4
- Phelps neighborhood parties/sense of neighborhood
- No cookie cutter homes/unique
- GSL
- New Kroger
- Proximity of OS, CY and downtown
- Illegible
- Wonderful old homes, gardens, and trees
- 1560 Harbor Ave
- Idlewild
- Cathedral, IC
- Grace St Lucks school and church/brings people into neighborhood
- Cathedral of IC and schools
- Close medical facilities/drs and emergency care
- Walking, architecture and landscapes
- Belvedere, beautiful and well kept
- Diversity and age groups
- Fresh Market
- Theaters
- Belvedere median
- University Club/assoc. should support
- Prosser Home
- Belvedere/entrance to hood
- Grace St. Luke's/neighborhood center
- Fresh Market

- Christmas decorations
- Arboretum
- Guidelines
- Everywhere/porches
- Friendly people who sit on porches
- Belvedere Central/IC
- Belvedere
- Harbert and Barksdale
- Willett/lovely well maintained homes
- Fresh Market
- University club/huge community anchor
- BeL school
- General/trees
- Illegible
- Entire neighbor/community and neighbors
- Diversity of homes/size and value
- Walkability
- Access to adjoining neighborhoods
- Arboretum
- Fresh market
- New Kroger
- Higbee – major renovation of dilapidated house
- Mclean and Cowden – beautiful new home
- I love my neighborhood and my neighbors!
- Trees
- How people keep their yards
- Newsletter is great
- Involvement
- Median on Belvedere is well maintained
- Good and friendly walkability
- McLean and Union – planned development a huge improvement
- Arboretum
- Book kiosks
- Belvedere median landscaping
- Active involvement of people in the neighborhood
- Intermix of all ages in CG

- Use of front porches – people congregate
- Overton Square and Cooper Young – proximity of wonderful restaurants and entertainment venues
- Historical beauty
- GSL is an asset to the neighborhood
- The GSL Cathedral is an asset to the neighborhood
- Vacant land at Peabody and Cooper – South
- Vacant land – Jefferson and Cleveland
- Vacant land – Sam Cooper Parkway
- Great board and volunteer involvement, dedication of neighbors; events like Spring Fest, wreaths, and Home Tour
- Housing stock – diverse sizes, generally well-maintained
- Institutions – GSL, IC, Idlewild School, University Club
- Trees and medians – arboretum, planted medians
- Peabody Park
- New Kroger
- Annesdale-Snowden Mansion – redevelopment, reuse
- Many houses being redeveloped all over
- Trees
- Schools walkability to GSL, IC, and Central High School
- The 4th of July Parade
- Security – Is there a way to get more people paying for Phelps?
- Great neighbors on York Avenue and a wonderful sense of community
- Nice median on York Avenue and lovely bench given by Central Gardens
- Belvedere - beautiful street and median strip/ beautiful homes and trees
- Great neighbors who know each other and look out for each other
- Mature trees
- Close to church, coffee shop, and restaurants
- Dogwoods, crepe myrtles, red buds, ornamental Japanese maples on Belvedere
- Coyotes and squirrels all over
- Arbor trail on various streets
- Holiday parades
- Parks (need more)
- Chickens
- Open access streets, Halloween, walkers, etc.
- Trees

- Sidewalks
- Street lights
- Annual meetings, parties
- Churches – GSL, Central, IC
- Historical architecture
- Trees – especially Eastmoreland and (illegible)
- GSL
- Overall neighborhood atmosphere
- Trees!
- GSL
- Theatre district is close by
- We have great neighbors
- GSL School and Church
- Unified support of neighbors for high quality of life; common sense of shared values; people chose CG for a common reason
- Belvedere / Union to Central is a lovely entrance to CG
- Neighborhood tradition – July 4th Parade, Xmas Wreath, etc.
- University Club
- IC
- Mature shade trees
- Variety of historic house architecture
- Garbage pick up in alleys
- IC Cathedral restoration
- Belvedere Blvd. – houses, median, landscaping
- Belvedere median plantings
- Walking throughout the neighborhood
- The quality and presence of homes on Central Avenue
- Trees – all throughout, an accredited arboretum
- Diversity – singles, families, young/older
- Location – center of many urban activities, restaurants, theatre, sports
- Landmarks Commission must ok new buildings and improvements
- An abundance of tree-lined sidewalks
- Beautiful homes and median
- Neighbors – as a group the residents with CG take pride in their homes
- Diversity of ages – good mix of families, singles, older adults
- GSL Church and School – vibrant – good activity

- Belvedere median trees
- Beverly Hall
- Neighborhood association
- Great schools! LeMaster/IC/Central
- GSL School – love having the school in the neighborhood
- Love the trees along Belvedere and the medians
- Central Avenue – wide sidewalks
- Lots of beautiful trees
- Citywide perception that CG is a great neighborhood
- Good property values (general)
- Overton square
- Schools – GSL, Idlewild, IC
- Idlewild (dot on Belvedere at Harbert)
- Most beautiful street in Memphis (Belvedere)
- Arboretum
- Neighbors are friendly and caring
- Churches and other institutions, especially schools and U Club
- Dedication of board members
- Most people do try to keep homes and lawns maintained – paint, roof, etc. lawn cut
- Grace St. Luke’s fellowship hall and parking lot
- IC
- Grace St. Luke’s – Image
- ICC/Belvedere – Image
- University Club – Image
- Bhan Thai – nice restaurant in the area
- Idlewild Elementary – respected public school
- Vinton between LeMaster and Mclean
- Belvedere
- GSL
- IC
- Trees (general)
- Sense of community

- Grace St. Luke's
- Arboretum/trees
- Architecture (general)
- Intersection of Belvedere and Peabody
- IC
- U Club
- Overton Square
- Belz Project – will be a huge asset to the neighborhood
- GSL – great community school that attracts a lot of neighbors to CGA
- Cooper Young – proximity to
- Restaurants close by – Slider Inn, Café 1912, etc.
- Idlewild Elementary – great public school
- Methodist – good neighbor
- Arboretum on Belvedere
- Strong institutions
- 4th of July parties and sense of neighborhood
- University Club
- Kroger – nearby shopping
- Bike paths
- Arboretum overall
- Community activities
- Preserving a historic neighborhood
- York median
- Theatre District
- U Club
- Diversity of homes/sizes/some rental
- Beethoven Club
- Central High School
- Pride in neighborhood
- Great voting place
- Fresh Market – great investment in Midtown

- Close to tourist attractions – Sun Studios, etc.
- Otherlands
- Close to Theatre District
- We are between Overton Square and CY – lots to do!
- Many neighbors have lived here their entire lives
- Several churches and schools – strong and active
- Walking/biking distance to most needs!
- Union/McLean development
- Fresh Market
- GSL
- Trees
- Inside Out gym

Weakness

- Poorly kept, almost derelict homes – at least one on every block. Blight!
- Rental homes – every block
- Crime
- City is lousy about yard trash pick up – can sit out for weeks
- Lack of green space or neighborhood dog park
- View of intersections blocked by overgrown landscaping (ex. McLean and Central) and city signage (including stop signs obscured (on Melrose))
- Sidewalks!
- Despite traffic calming signals cars still speed during school hours – outside of GSL and Rembert and Peabody
- Through traffic
- Need to connect better with our nearby neighborhoods – their health is linked to ours and our safety
- Not always savvy about best ways to care for our homes – paint, heating, storm windows, roofs, etc.
- Alleys in general are a weakness
- McLean and Union – work in progress, but has been an eyesore
- Homes that don't fit – the bamboo house and a number of others
- Signage – we need more stringent rules regarding the allowance of signage (ex. Contractors, advertising, events, etc.) - too many signs clutter yards and do nothing to beautify our neighborhood

- No task force to work with commercial enterprises, to help with deciding what type of business grow in Memphis
- Alleys – who maintains? Clutter and place where criminals can access
- Historic district guidelines need to be enforced better
- School traffic
- Bad sidewalks
- Crime – many efforts have been made and crime still exists and is increasing
- Common properties (medians – Belvedere, Central, Cleveland) – disgraceful, need replanting and better maintenance
- Curb trash – must better enforce that trash goes out only the night before after dark
- Maintenance – broken fences, etc. need closer monitoring
- Non-destination pedestrians – people who have no business in our neighborhood should be discouraged
- Alleys between Peabody – Carr and Rozelle – Willett are cluttered
- 1600 block of Carr – items such as garbage and yard waste blocking sidewalk for a whole week and shrubs blocking sidewalk view when exiting driveway
- 1600 block Harbert – speed bumps Harbert
- Crime – ongoing threat of crime
- Alleys – somewhat dark, many poorly maintained, overall scary
- Cut – through traffic/speeders – lots of people speed through quiet residential streets to cut across neighborhoods
- Proximity to higher-crime area – again, ongoing threat of crime
- Crime
- Dumpsters without reflectors
- Belvedere median not always manicured
- Union needs better retail
- Need more neighborhood patrol cars
- Central and McLean intersection is tricky
- Would like to do more for neighboring streets so we are less exclusive
- Would like to see more formal approaches to unifying CG – porch concert festival?
- No central green space
- Unleashed dogs – keep in mind some kids are skittish and dog poop!
- Can't stand exclusivity of U Club – I question whether they make any contribution to improve their surroundings
- CG could work together to beautify, improve, and connect with neighbors just outside our borders
- Lack of K-12 public school option – Idlewild is ok...but...very little of the CGA residents use it

- Lack of 9-12 private school option – GSL is excellent, but only through 8th
- Cut through traffic – Central, McLean, Willett, Peabody, lots of non-resident traffic
- Renters – I realize over 60% of Memphis homes are rental property, still in historic district, I'd like to see this controlled
- Tree canopy – still fantastic, but it is slowly going away – the Trees 2000 program just isn't getting the job done
- Kroger
- Hedges block view to street – NE corner Central and McLean and SW corner of Harbert and McLean
- Need speed bumps on Harbert between Belvedere and McLean
- Alleys need cleaning and paving
- Alleys need surveillance – crime noted there
- Traffic, speeding and running stop signs – Harbert and Willett
- Consideration of neighbors on York – needs more greenery to block noise and other – York behind IC
- Trash on Peabody and Cleveland leading to Annesdale near bus stops
- A few dilapidated houses
- Risk of losing more homes to IC on York
- Commercial property (gas station and KFC) at entrance to CG are most unattractive (Union Ave. and Belvedere)
- No bike lanes on Peabody
- Sidewalk maintenance and obstruction
- Need access without getting on Union to Kroger on Union
- Where are the younger residents at this meeting?
- The neighborhood is overwhelmingly white
- There's no public greenspace for kids to gather and play
- Historic district rules prevent architectural distinction in new construction
- Not enough pedestrian life, we need more folks walking around
- Not enough to walk to – ex. Coffee shops, small markets
- Sidewalks on Cleveland Ave. are unwalkable – dangerous for runners
- Union Avenue is difficult to navigate, hazardous to cross, few businesses that invite walkers
- Broken sidewalks and street curbs, all over, especially along Cleveland
- Kroger parking lot on Union – needs better access
- A few ill-kept houses
- Broken street names in the blue tiles in the sidewalks
- Board should have a policy about decrepit, ill-kept houses and broken sidewalks
- Lack of diversity of homeowners – can we be more proactive?

- Poorly maintained property (general)
- CG seems focused on events?
- Take on recalcitrant property owners and mental cases
- Participation rate (# if members in CGA, events, security patrol)
- Security (in spite of patrol) – accessibility to homeless, etc.
- Traffic control on minor (side) streets – speeders, parking
- Alleys
- Ashlar Hall needs to be demolished! Renovation has failed
- Wiles Smith shopping area on Union is in poor condition
- Commercial trucks parking on Central in front of The Venue on Central
- Red Cross building – vacant and for sale
- New home construction on Cowden and McLean does not fit in with the neighborhood
- Trash and litter at Central and Lamar, Belvedere and Lamar – just outside in one neighborhood
- Crime all over – need more Phelps subscribers
- Cars travel too fast on Willet going from Union to Lamar
- Peabody Park can get trashed after weekends and home congregation area
- New construction – zero lots, one old house remove and two in place
- Lack of greenspace
- Broken sidewalks on a number of streets hinders walkability
- There are commercial trucks belonging to the liquor wholesale that do not observe the speed limit on York
- Fast food restaurants on Union adds to trash on adjacent streets
- Speeders from businesses at Rozelle and York
- Ashlar Hall dilapidated
- General blight at Ashlar Hall
- General blight west of the U Club at Central and Lamar
- Trash and litter at Peabody Park
- Peabody Park is used by people and (illegible) and trash
- Fix Ashlar Hall; it is between 2 trashy apartments, so what to do?
- Bad adjacent area on Bellevue and Lamar
- No Family Dollar – bad security, always robbed, bring people to the store that are lawless
- Unclean and unsafe alleys
- Surrounding neighborhoods bring in riff raff
- Need video surveillance – petty crime
- Trash men drop trash and run over trash cans

- There are some homes that need to be updated – chipping paint, shingles falling off roofs
- No regulation on paint colors, ex. Someone painted their home bright orange
- Alley – crime
- Peabody almost to Willett – beautiful home but unkempt
- Home on Linden next to 1527 – not kept up, rotting wood
- Would be nice to have a nice restaurant or bistro in an old house such as Iris or Erling Jensens – below McLean, between Central and Peabody
- Would be nice to have more trees and have some beautification on Union
- Security-wise – would limiting the speed on Union to 30 MPH help with thru traffic?
- Central and Willett is a very dangerous intersection; I have witnessed many wrecks every year
- Railroad tracks at Roland and Rozelle (?) – unattractive, noises with trains; anyway to plant some trees?
- Rozelle from Harbert to Central – a cut through
- Blue bags full of dog poop left on street or trash/debris
- Security of Phelps – can the guards cut down on smoking?
- Union near Kroger – now where for pedestrians/bikes
- Most streets! Sidewalks are cracked/hilly pavement, trash can obstacles or low hanging trees, pine needles/acorns make it difficult for runners!
- Events (aside from the Home Tour) are very family oriented, not so friendly to singles without kids
- Vacant hotel at McLean and Union – so glad that’s coming down; will also be thrilled to get westbound left turn lane
- Transients – had homeless man sleep on our porch recently
- Union and Rozelle car wash
- Cleveland between Peabody and Vance – Printer’s Alley bar – late night/illegal alcohol serving after hours
- (Lack of – all over) walkability, sidewalks, bikeability
- Alleys
- Entrances – Willett, railroad underpass from Lamar entrance Belvedere/Union
- Lack of community park or access to Greenline (easy access to trail Shelby Farms)
- Security
- Air BnB
- Alleys
- Sidewalks
- Foot traffic
- Crime

- Speeding on Harbert/need speed bumps
- Lack of police presence
- Peabody and Central/traffic, speeding, noise
- Crime all over neighborhood
- IC and GSL/expansion taking away homes and causing traffic
- Peabody floods in heavy rains
- West edge of neighborhood a little sad and shady
- Neighborhood membership requirements
- Lack of security
- Belvedere and Central needs to be better maintained
- Turning from Belvedere onto Harbert/poor visibility
- Homes needing up keep and renovation
- Bags of debris allowed to sit on curbs for weeks
- Sidewalks need repair
- The townhouse on corner of Harbert and Anderson needs help
- Duplexes and rentals need attention
- Sidewalks are cracked
- Develop planning connections with hospital
- Lack of parks
- Kroger dozed
- Empty lots and buildings on Cooper and Central
- Close proximity to Cleveland and Lamar
- Parking along street
- Incursion from commercial view of truck stop and slider inn
- Crime with no police present
- Sidewalks/parking on street
- Peabody needs medians
- Linden and Vance need speed bumps
- Union between Rozelle and Willett need restaurants and bars more upscale
- Need bike lanes on Peabody and Central
- Central High/open up crump stadium to use track
- More parks/in vacant lots
- Linden/fast cars
- Peabody and Central/bike lanes
- No pedestrian yield cross walks
- Harbert/fast cars

- Need a Target
- Unwanted foot traffic
- Sidewalks
- Nonconforming architecture
- Safety
- Speed bumps on Willett and Belvedere
- Harbert Drive/house needing major repair
- Side walks
- Signage and boundary marking for neighborhoods
- Alleys/eye sores/utilization
- Need neighborhood private school option
- Central Gardens needs park for children to play
- Peabody park not always in good shape/need one in CG
- Residences on Linden run down and eye sore
- Castle across from U Club looks terrible
- Crime
- Rental properties
- Red Cross Building and Ashlar hall vacant
- Goodbar just east of Cleveland run down and eye sore
- Red Cross and Ashlar hall vacant
- Parking on both sides of streets/not using driveways
- Grace St. Luke's parking lot and park/difficulty upkeep
- 1500 block Eastmoreland and Vance/various properties with problems
- Fear mongering in many blocks/don't need frightened neighbors to be gun-happy
- stop sign intersections/people of just pause with rolling stops
- Need speed bumps and enforcement
- Central and Lamar litter is a major issue
- Cleveland and Goodbar litter is a major issue
- South of York is deteriorating area
- Illegible and Linden have traffic issues
- Willett and illegible/not stopping at stop signs and need speed bumps
- Underpass of railroad Willett and north of Lamar/poorly lit and filthy
- University Club and Central Ave./sidewalks in terrible condition and are illegal
- Peabody east of Grace St. Luke's/parishioners parking and blocking view/traffic hazard
- Central and Willett/frequently clogged storm sewers
- Traffic on narrow streets

- No grocery or shopping areas
- People putting debris in streets
- Sidewalks need to be replaced
- Cleveland street circles/unattractive, unkempt neighbors afraid to keep them up so since that did not happen should we tear down
- Asher Hall needs to be cleaned up
- Taco Bell smell/ miss Zanadu
- Union Ave business strip in 1500 to 1600 block/business moving out/is this a chance to bring in restaurants or something fun ala Overton Sq. and Cooper Young
- Group Home on Higbee and Idlewild illegible on our border illegible
- Ashlar hall
- Bellevue Jr. High/kind wandering
- Rozelle and Union and Avalon and Union/poor entrances to hood
- York and Barksdale/needs strengthening
- IC taking York houses between Union and Peabody
- Central Ave/forgotten thoroughfare/with trees on the island it could become a part of CG
- Alleys are a source of much crime
- Side walks/if got together the cost would be reasonable
- Not enough time to think about what we really need
- Belvedere/condition of islands very hodge-podge
- Side walks
- Harbert and Cleveland/apartments
- Belleview Jr. High
- Alleys and potholes
- Lack of security cameras
- Red Cross building
- Central needs median plantings
- Loss of 100 yr old trees/particularly on Belvedere/need to plant oaks
- Illegible tree cutting by city without input in or Arboretum
- Alleys are crime pathways/need workable solution to limit access and close
- Loss of police presence/seems crime has gone up since they moved to Crump
- Condition of some streets/Harbert is bad in many locations
- Perimeter/constant battle with commercial esp. on Union and traffic that goes with it
- Sidewalks on Cowden at Barksdale
- On street parking congestion on S. Rembert
- Large ridge across Rembert near Central, one can only go over slowly

- Halfway house craziness on Higbee
- Lately too many cars are parking on LeMaster and Peabody who are going to GSL during the week
- When is the Kroger going to be finished?
- We should be vigilant about what stores go on Union
- Too many negative (potentially racist) posts on Next Door.com
- Sidewalks in disrepair
- People don't pick up and dispose of dog poop properly
- Often crooked or dilapidated telephones
- Some home owners on Belvedere neglect their Rozelle side of the property; Rozelle between Union and Harbert – trash and overgrown shrubbery
- Unsatisfactory sidewalks
- Truck traffic on McLean
- Harbert and Willett – Magnolia Trees over hang Harbert (SE corner) – very dangerous!
- NW corner of Belvedere and Harbert – lack of replacement of large trees at this location, other locations also
- 1610 Harbert – Deteriorated property
- Alley behind LeMaster and Belvedere – some of it is maintained, other section in the middle has much overgrown bushes
- Not enough participation with Phelps
- Need to continue to encourage residents to participate in activities and meetings
- How can we get people to repair sidewalks – some cannot afford to do so
- Median to Avalon – This entrance to CG could be improved
- Monroe from Belvedere west to Kimbrough – single family and dilapidated apartments; west area is parking lot for Minglewood
- Union west from Belvedere to Kimbrough – Looks like South Third Avenue
- Cleveland at Madison – retail dried up
- Borders/Entries, especially to south and west - Entryway to neighborhood from dilapidated neighborhoods to the south especially Rozelle, Willett, and Melrose
- South and north borders residential – Low-income rental blocks off south Melrose and North Monroe behind the Art Store
- Security / safety – through traffic with solicitation of yard work
- Neglected homes – Ashlar Hall and some isolated, but decrepit homes
- No parks
- Disintegrating Ashlar Hall
- Nasty apartments at Monroe and Avalon
- Underpass at Willett and Lamar is a rough edge

- Broken sidewalks
- Home prices rising so that many interesting people can no longer afford to move to the neighborhood
- Infill houses that are not in keeping with the surrounding architecture
- Not enough play space
- There are sinkholes in the median on York Avenue across from 1728 & 1733 York. They are getting larger and pose a risk to walkers and are a health issue as rodents can live there.
- Medians throughout Central Gardens need to be better maintained by the city. Central Gardens already does a very nice job decorating them for the holidays and planting flowers.
- Corner of Rozelle and York and York and Barksdale have had security issues with break-ins and other serious crimes over the years.
- 1722 York needs to be protected and maintained as an historic home
- Lack of consistency in how the medians are landscaped and maintained – Bellevue and York Avenues
- 1722 York – dilapidated property – unoccupied; needs to be restored and maintained
- Lack of open space for kids
- Lack of retail options – clothing, shoes
- Vance and Cleveland (Printers Alley) – heroine overdose deaths and shootings between 4 am and dawn
- Needs more men’s big and tall retail shopping
- Behind Payne’s – gunshots and general debauchery
- Ashlar Hall
- Vance – overly bright porch lights (not consistent with the theme of neighborhood)
- Various and Peabody – dumpsters in street with no reflectors
- Rozelle – Overgrown trees/weeds in street
- Criminals, theft
- Jaywalkers on Union
- Kroger construction on Union
- Preserving and upholding architectural standards moving forward
- Condition of old church on Eastmoreland and Watkins
- Condition of sidewalks
- Crime, break ins
- Many sidewalks need repair/replacement all over
- Crime
- Police station moved out of neighborhood

- Speeding into CG from Cleveland – need concerted effort to get speed bumps for those blocks; cars regularly speed down the western blocks of Carr, Vinton and Harbert to get somewhere faster
- CRIME – lack of unified support of Phelps – potential for crime everywhere, not safe of a woman to walk alone at night
- Fences and walls in front of houses
- PODS stored on streets – periodically you will see PODS on street for long periods of time
- Ashlar Hall
- Loss of Wiles Smith – general decline of Union Avenue strip
- Sidewalks in poor condition, sloppy repair jobs
- Need for PO Box closer to CG than Sears Crosstown
- Litter/trash – Would love for the Board to promote picking up trash just like dog owners are encouraged to pick up after dogs
- Trees and shrubs blocking sidewalks
- Crumbling sidewalks, sloppy repairs
- High fences and walls at the edge of the street
- Landmarks Commission opposition to good new modern architecture and demolition of low-quality older homes with no real architectural value
- Deteriorating Ashlar Hall
- No mailboxes in neighborhood; no nearby post office
- Loud train/horns from tracks south of Central
- Melrose and Carr – speeding through traffic
- Getting more members in our neighborhood association
- Sidewalk repair needed throughout
- Crime throughout
- Ashlar Hall needs help/clean up – use?
- Willett and Melrose – speed of traffic too fast
- Belvedere median needs H2Oing and tidying up
- Many sidewalks need repair
- We need more support for Phelps Security!
- CG Association has limited authority – unfortunately not all neighbors support CGA
- Ashlar Hall needs help
- Need more retail options – Kroger is coming; Target would be good
- Not all homes are well maintained
- Alleys are overgrown and not well light; some in disrepair
- Property crimes
- Absence of trees, foliage or signage on medians on Central

- General disrepair and cracking of sidewalks
- Destruction of historic homes on York Avenue
- Country Inn and Suites at McLean and Union
- Apartments on Melrose south of Central (east side of Melrose) are run down
- No green space – it would be nice to have a green space in the neighborhood
- Disrepair of sidewalks
- Crime – our door was kicked in three days after we moved in
- Few neighbors, relatively speaking, are CGA members
- Building at Union and McLean
- Perception that midtown is unsafe
- Relocation realtors will not bring newcomers to urban city
- Apartment complex concept at Linden and Barksdale
- Some York Avenue neighbors feel disenfranchised
- Lack of Wiles-Smith
- Trash at margins
- Lack of maintenance at some of those marginal properties
- Folks do not clean out drains adjacent to their properties – or call the city to do this
- East side of CG
- West side of CG
- Security concerns are magnified in these areas and represent partial negative image – west CG on and near Cleveland, south CG south of York between Roland and Rozelle, north CG around railroad between Willet and Avalon
- Belz properties (unknown future) at Barksdale and Cowden
- East CG exclusion – identifying neighbors needs and wants (east of Idlewild near railroad tracks)
- Absence of public green space (on Peabody near Barksdale)
- Cleveland
- Lamar
- Public schools
- No parks
- Traffic (general)
- York Avenue – lack of connectedness to the neighborhood
- Crime (general)

- Red Cross building (moving)
- Union/McLean development
- Can't turn left on Mclean at Belvedere
- Bamboo house on Linden near Rozelle
- Loud music on Linden between Willett and Rozelle
- Hard see hedge (?) on Rozelle near Vance
- Hedges growing too tall on Linden at Rozelle
- Wiles-Smith closed – lack of family dinner restaurant
- Belvedere medians – lack of irrigation so hard to do anything with
- No parks
- Wreaths not on all streets and every block in the neighborhood
- NextDoor.com!!! Public complaining online
- York median – not irrigated so can't plant well
- Fringe neighborhood – feels neglected – different concerns, safety – York Avenue near Immaculate Conception
- Empty adjacent buildings – Red Cross and old Holiday Inn
- Central Avenue (near Red Cross) – crappy median
- Party house – south of York near Willett
- Median on Belvedere
- Medians/sidewalks (general)
- Safety concerns of neighbors (general)
- Border streets (outskirts) – Cleveland
- Including renters (general)
- Behind York – underserved area
- Behind York – industrial area
- Alleys (general)
- Bamboo house on Linden
- Central High School
- SE corner – low board representation
- Flood zone at Central and Barksdale – susceptible to flash flooding
- Idlewild gate by Kroger

- So many old trees are dying/falling and our tree program only replaces trees in front yards
- MLGW butchering trees near utility lines (general)
- Sidewalks need maintenance (general)
- Crime near York and Barksdale
- Union/Mclean in current state
- Nuisance neighbors – domestic violence at Barksdale and Central
- Dilapidated house on Harbert between Willett and Rozelle
- House at Barksdale and Central – under construction

E. Stakeholder Meeting – Participants and Full Notes

Meeting Participants

- Central Christian Church
- Grace St. Luke Episcopal Church
- Grace St. Luke Episcopal School
- Ildewild Presbyterian Church
- Cathedral of the Immaculate Conception School
- Idlewild School
- Central High School
- Beethoven Club
- Community Foundation of Greater Memphis
- Clean Memphis
- City of Memphis, Housing and Community Development
- City of Memphis, Public Works
- Memphis Police Department, Crump Ave Precinct
- Methodist University Hospital
- Congressman Cohen’s Office – Linda Archer
- Delta Wholesale
- University Club
- Central Gardeners
- Greenfield Soccer Arena
- Kimbrough Towers
- Soulsville, USA
- Ben Teague, Neighborhood resident and engineer conducting traffic study

Written Comments Via Focus Areas

Communications

Partnership:

- Greenfield would love to advertise in any communications media. We are always looking to spread the word throughout the community.
- How can we get included in your new commercial information?
- What's the easiest way to share event information – both ways (groups/organizations can post CG events too)
- Website gross links
- Article can be submitted to the Neighborhood Connect newsletter at CityofChoice.org

Ideas:

- Cross posting of school open houses (GSL)
- Cross posting of Toddler Events at GSL
- Put Central High School great events on communications email
- Promote the idea that it is good that businesses and schools bring in visitors to the neighborhood (this is good!)
- Find a way for businesses/schools/churches to participate in neighborhood communication; “guest column” in newsletter?
- How do we link or get school events, information to the website, Facebook, etc?
- Possibly add an education link to the website
- Is there school information in the Welcome Packet?
- Provide CG information for all new in-District families at school registrations
- Add a business category for membership

Conflicts/Concerns:

- Noise of trains at 3 am

Community Building/Events

Partnerships:

- Beethoven Club Young Artists Competition, Savell Vocal Competition – free concerts at the Club – 263 S. McLean
- Belvedere Chamber Music Festival, June 15-18, 2016 at GSL Church
- IC, GSL, Central High School, and Idlewild would like to become more involved with community events – specifically getting our students involved to volunteer
- Greenfield would like any feedback on activities the community would like to see happen on the field. We are focused on growing our day-time activities.
- GSL can/does – host annual meeting, provide buses for Home Tour, provide space for Winter Carnival (parking lot), have a table at the 4th of July festivities
- Central High School would like sponsorship or participation with Central High events

- Would love to host one (or more) of your annual events (University Club)
- Include Central High School in planning for Spring and Winter Fests
- Methodist - Consider healthy living events, Advisory Group for Hospital Campus, Liaison from association to CEO's office (not written, but a verbal offer to sponsor events was made)
- We could help with parking for events (University Club)
- Engage schools to invite student involvement
- Community Foundation could house an endowment fund
- CGA can use the Community Foundation Community Room
- Invite neighborhood schools to participate in a walking tour, designing tour specifically for youth – make it interactive
- Be a part of Taste of Memphis (April 1st); also be a part of Neighborhood USA Conference (May 25-28)
- Advertise Luna Nova and Beethoven Club concerts on social media, etc.

Ideas:

- Parking for events CCC
- Greenfield would be a great place to host an event. We are a 12,000 square foot indoor artificial turf field – heated and cooled. Some kind of family-friendly fun casual event would be a great fit! We love bringing new people to the field.
- How do we welcome/make the best of Krogers?
- Central Gardens Art Show or art market?
- Connect with neighborhood communities to help leverage resources

Conflicts/Concerns:

- None

Infrastructure and Beautification

Partnerships:

- Memphis City Beautiful is a city agency that offers tools, resources, and ideas in terms of supporting community-based beautification initiatives
- Public Works will be willing to meet and listen to any specific concerns relating to maintenance of public mow and infrastructure
- Clean Memphis would be happy to assist in the coordination of schools or other groups with beautification of the medians or gateways
- Tie in school beautification efforts – Butterfly Garden, Kitchen Community Garden, Post on newsletters, etc.
- How to acquire Historic Landmark Consideration

Ideas:

- Form committee to strengthen support for accountability of home ownership maintenance in order to keep litter and blight to a minimum
- Create one way street on Linden between Union and Peabody (north to south)
- All clubs at Central High School have a service component and we always need places to send students to work
- Recruit/group volunteer days from area organizations to help plant/clean

Conflicts/Concerns:

- Overload traffic on Central Avenue
 - When necessary to travel on Central with truck (have a permit in hand)
 - Not – Central is posted from one end to the other (no trucks)
 - Take action MPD (Crump site) (give stiff fines)
 - Reason – plaster cracks in old homes
- What is the plan for working with developers on Union Avenue?
- Additional signage for one way on 1900 block Union at Linden and Barksdale

Safety

Partnership:

- None

Ideas:

- 50 over load trucks/day on Central (no trucks allowed)
- Neighbors taking active role in neighborhood safety
 - See something, say something. Nothing too small.
 - It pays huge dividends! Builds community relations with each other, builds relations with police, and makes the neighborhood safer!
- Greater collaboration between GSL School security and neighborhood security

Conflicts/Concerns:

- None

Historic Preservation

Partnerships:

- Greenfield is trying to “clean up” our space and make use of the front side of our lot – we do not own the lot but would love to hear ideas from the community about what they would like to see in our space (it’s ugly 😊!)

Ideas:

- Does association have power to make homeowners spruces up or clean their property?
- Can we host events about standards/rules, lunch and learn about current work in this area?

- Share ideas/strategies with other historic neighborhoods, as well as neighborhoods considering acquiring historic preservation status (i.e. Soulsville, USA)

Conflicts/Concerns:

- None

F. Survey

Based on this Discovery Report, CGA sent a follow-up survey to the neighborhood. Survey results will be presented at the Board Retreat.