

STWNA 2011 Master Plan

Goal #1: To Improve our Community's Communication, Awareness, and STWNA Awareness

Goal	Associated Tasks	By Whom	By When	How will it be measured?	
1	Hold Five Meetings each year with Guest Speakers of Interest	Schedule and Advertise Meetings	President	Jan., March, May, Sept., Nov.	Attendance
		Solicit Speaker requests and schedule			
2	Host Information Nights	Solicit Information Night Program topics From Association Members	STWNA Board	When requested	Attendance at Info night
3	Produce and Distribute five Newsletters each year	Generate Newsletter	STWNA Board	Feb, April, August October, December	Newsletters will be distributed
		Block Captains to distribute	1st VP		
4	Implement Business Partnerships	Define and Implement Program	2nd VP	June 2011	Increased business participation to cover cost of newsletters
5	Establish strong partnerships with neighboring neighborhood groups, city leaders, and resource opportunities	Ongoing meeting attendance	STWNA President and Board	Ongoing	Increased city and neighboring collaboration and participation
		Ongoing training attendance			
		Ongoing participation in City issues			
		Ongoing collaboration with other Associations			
		Continued participation on CBAC	CBAC Rep.		

Goal #2: To Improve our Community's Safety and Empowerment

Goal	Associated Tasks	By Whom	By When	How will it be measured?	
1	Emergency Preparedness	Create Emerg. Response Teams	Director of Safety Safety committee	Jan. 2012	STWNA will have at least one teams in place
		Implement neighborhood Response Plan			
2	Implement Neighborhood Watch	Work with street leaders to host trainings	Director of Safety	as Desired	STWNA will have at least (10) streets participating
3	Traffic Calming - create partnerships with Police Depts.	Discuss Traffic concerns	Director of Safety	As needed	Traffic will be agendized for discussion as needed
		Create traffic committee if warranted			

STWNA 2011 Master Plan

Goal #3: To Improve Cleanliness and Beautification of Neighborhood

Goal	Associated Tasks	By Whom	By When	How will it be measured?	
1	Raise Funds for Event	Dir.Events, 2nd VP, & Committee	October 2011	Participation (Dumpster Day will be hosted with at least one dumpster)	
	Host Dumpster Day				
2	Host E-waste Day	Dir.Events / Comm	October 2011	E-Waste Conducted and participation	
3	Adopt a creek	President / Comm.	Done	Adoption Completed	
	Participate in National River Clean	President / Comm.	May 2011	Clean Up of San Tomas Creekway	
	Participate in Coastal Clean up	President / Comm.	Sept 2011	Clean up of San Tomas Creekway	
4	Create Beautification Committee	Beautif. Committee	DEC. 2011	Establish Beautification Committee	
	Assess Opportunities	Beautif. Committee	DEC. 2011	Projects will be identified	
	Implement Projects i.e. Tree Planting	Beautif. Committee	DEC. 2011	Identified projects will be addressed	
5	Establish strong partnerships with beautification resources	Participation in Our City Forest, Parks and Rec., etc.	Beautif. Committee	DEC. 2011	Network and Contacts Identified and collaborated with

Goal #4: To Improve our Community's Climate ~ Events

Goal	Associated Tasks	By Whom	By When	How will it be measured?	
1	Create a Block Party Committee	Director of Events	June 2011	Participation	
	Host Block Party	B.P. Committee			
2	Host annual Holiday Sharing, Caring and Giving Event	STWNA Board and committee	Dec. 2011	Participation / Donations	
3	Host Garage Sale Weekend	Coordinate, Advertise, and host Garage Sale Weekend	Committee Person	May 22, 2011	Participation
4	National Night Out	Present information	STWNA Board	TBD by Board	Participation

STWNA 2011 Master Plan

Goal #5: To Increase our Community's Resources ~ Funding

	Goal	Associated Tasks	By Whom	By When	How will it be measured?
1	Membership Drive	Conduct a Drive for Membership	STWNA President and Board	June 2011	STWNA will register (132) 2011 Members
2	Business Partners Program	Develop and Implement a Business Partner's Program	2nd VP	June 2011	Increased business participation in STWNA
3	Fundraising Events	E-Waste	Dir. Of Events	October 2011	Event will take place
		Restaurant Night	2nd VP	March, Sept. 2011	Event will take place
4	Grants	Research and Seek appropriate grants	STWNA Board	Ongoing	Grant Applications will be submitted
5	Donations	Seek additional Donations	STWNA Board	Ongoing	STWNA will receive donations

This Master Plan will be adjusted throughout the year as needed.

This Master Plan reflects the STWNA's Approved Priorities and will serve as our activity guide for 2011. As with any volunteer driven organization, the implementation of any and all items listed in this STWNA Master Plan are dependant on Volunteers and Funding. It is the STWNA's intent to do everything within reason to seek and solicit the resources the STWNA needs in order to complete this plan by the end of 2011. However, the STWNA board does not guarantee these activities, especially if the necessary volunteer support and funding does not come to fruition.

This Master Plan also reflects the many volunteer opportunities available. We ask all community members to review the activities and consider chairing a committee, serving on a committee, or simply volunteering a bit of time at one of the STWNA sponsored events - **and join us in making a difference in our Neighborhood!**