

## STWNA 2009 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 Bimonthly Meetings with Guest Speakers of Interest	Schedule and Advertise Meetings	President	Bimonthly	Meetings will be held every other month
		Solicit Speaker requests and schedule			
2	Host Information Nights	Gang Awareness Information Night	STWNA Board	25-Mar-09	Info Night Conducted
		Going Green Information Night	STWNA Board	14-Oct-09	Info Night Conducted
3	Produce and Distribute Bi-Monthly Newsletters	Generate Newsletter	STWNA Board	Bimonthly	Newsletters will be distributed
		Block Captains to distribute	1st VP	Bimonthly	
4	Implement Business Partnerships	Define and Implement Program	2nd VP	Jun-09	Increased business participation
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	1-Jan-10	STWNA will have at least (2) teams in place
		Implement neighborhood Response Plan			
2	Implement Neighborhood Watch	Work with street leaders to host trainings	Director of Safety	1-Jan-10	STWNA will have at least (10) streets participating
3	Traffic Calming - create partnerships with Police Depts.	Discuss Traffic concerns at the March meeting	STWNA Board Traffic Committee	15-Sep-09	Traffic will be agendaized for discussion
		Create traffic committee if warranted			
4	Host Public Safety Events	Include Safety elements in Block Party	Director of Events and B.P. Committee	30-May-09	Safety Resources will be available at Block Party
5	Host Information Nights - gang awareness, etc.	Gang Awareness Information Night	STWNA Board	25-Mar-09	Info Night Conducted
		Going Green Information Night	STWNA Board	14-Oct-09	Info Night Conducted

## STWNA 2009 Master Plan

### Goal #3: To Improve Cleanliness and Beautification of Neighborhood

	Goal	Associated Tasks	By Whom	By When	How will it be measured?
1	Host Dumpster Days	Raise Funds for Event Host Dumpster Day	Dir.Events, 2nd VP, & Committee	17-Oct-09	Dumpster Day will be hosted with at least (1) dumpster
2	Host Electronic Waste Events	Host E-waste Day	Dir.Events / Comm	31-Jan-09	E-Waste Conducted
		Possible 2nd E-Waste During Dumpster	Dir.Events / Comm	17-Oct-09	Under Consideration
3	Host Neighborhood Clean Up Day	Adopt a creek	President / Comm.	16-May-09	Adoption Completed
		Participate in National River Clean	President / Comm.	16-May-09	Clean Up of San Tomas Creekway
		Participate in Coastal Clean up	President / Comm.	19-Sep-09	Clean up of San Tomas Creekway
4	Identify and Beautification Projects	Create Beautification Committee	Beautif. Committee	Mar-09	Beautification Committee
		Assess Opportunities	Beautif. Committee	15-Jun-09	Projects will be identified
		Implement Projects i.e. Tree Planting	Beautif. Committee	15-Sep-09	Identified projects will be addressed
5	Establish strong partnerships with beautification resources	Participation in Our City Forest, Parks and Rec., etc.	STWNA Board and Committee Members	Ongoing	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	Host Block Party/resource fair	Create a Block Party Committee	Director of Events	30-May-09	Event will take place
		Host Block Party	B.P. Committee		
2	Host Going Green Event	Host Going Green Information Night	Committee Person	14-Oct-09	Info Night will take place
3	Host Holiday Event	Host annual Holiday Sharing, Caring and Giving Event	Director of Events and committee	9-Dec-09	Event will take place
4	Host Garage Sale Weekend	Coordinate, Advertise, and host Garage Sale Weekend	Committee Person	TBD - April	Event will take place
5	Host National Night Out	Plan, Coordinate and Host Nat'l Night Out	Director of Events	4-Aug-09	Event will take place
			Committee Person		

## STWNA 2009 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	Introduce on Jan.1, 2009 - and	STWNA will register (132) 2009 Members
2	Business Partners Program	Develop and Implement a Business Partner's Program	2nd VP	1-Jun-09	Increased business participation in STWNA
3	Fundraising Events	E-Waste	Dir. Of Events	31-Jan-09	Event will take place
		Restaurant Night	Committee	TBD - Feb. 2009	Event will take place
		Restaurant Night	Committee	TBD - July 2009	Event will take place
4	Grants	Research and Seek appropriate grants	Committee	Jul-09	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 (on May 14, 2008) and will serve as our activity guide for 2009. As with any voluntary, 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 2009, however, the STWNA board does not guarantee these activities, especially, but not limited to, in the event that 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!**

"Alone we can do so little, together we can do so much."

Helen Keller