



STEERING COMMITTEE MEETING 2

SUMMARY — THURSDAY, JANUARY 18

The Pembroke Choice Neighborhood Steering Committee held its second meeting on Thursday, January 18 from 9 – 10:30am at the Boys & Girls Club. The Steering Committee is made up of nearly 30 community partners, BHA residents, elected officials, and other local stakeholders working in education, health, housing, economic opportunity, and more.

The meeting’s goals were to select a logo for the Pembroke Choice Neighborhood Plan and — building on conversations with local residents, teachers, businesses, and community organizations — to identify key assets, challenges, and opportunities in the neighborhood.

SELECTING A LOGO

Six logo options were presented to the Steering Committee. The logo options reflected themes from the first community meeting — like diverse and vibrant — and also incorporated neighborhood elements like the Choice Neighborhood map and a reference to the Just Born candy factory. Using a Mentimeter poll, each Steering Committee member ranked all the logo options. The fourth logo option was ranked number #1 by the most people and was selected as the project logo.

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Mentimeter

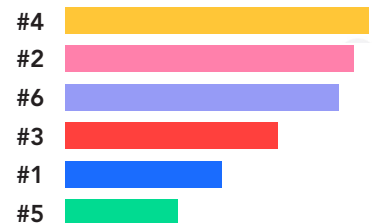
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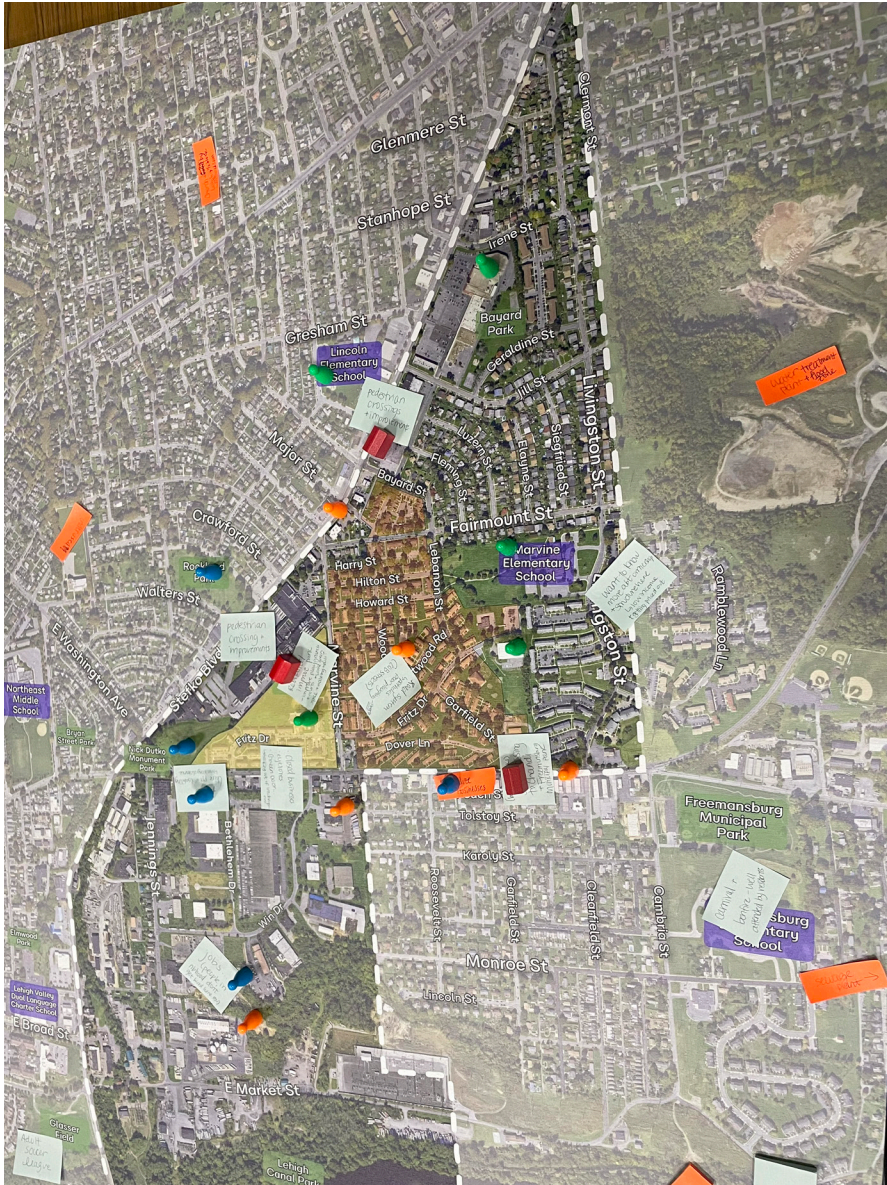
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IDENTIFYING ASSETS, CHALLENGES & OPPORTUNITIES

In groups of 5 to 6 people, the Steering Committee members sat around large printed maps of the Pembroke Choice Neighborhood. They were asked to use colored gamepieces and blocks to identify assets, challenges, and opportunities in the area, as well as potential Early Action Activities. The Choice Neighborhood Planning grant dedicates \$150,000 to Early Action Activities, which are projects that will improve a physical aspect of the neighborhood in Year 1 and have an immediate positive impact on the day-to-day lives of community members.

Group 1



Assets

- Northeast Community Center
- Boys & Girls Club
- Marvine Elementary School
- Lincoln Elementary School
- Valley Farms & Shopping Center

Challenges

- Dangerous street crossings on Pembroke Rd. & Stefko Blvd.
- Messy road system within Marvine - potholes, poor plowing
- Businesses on Pembroke Rd. - many are closed, hard to back out of lots, 'eyesores'
- Lack of connection with industry south of Pembroke

Opportunities

- Rockland Park (maintained by Just Born)
- Vacant land next to Just Born
- Employment opportunities at businesses south of Pembroke
- Revitalize businesses on Pembroke Rd.
- APS on Pembroke - hires people with disabilities

Early Action Activities

- Pedestrian crossing on Pembroke Rd. (to Chandi Market & Freemanburg Park) & Stefko Blvd. (to Lincoln Elementary)
- Pembroke Park improvements (e.g. upgrade playground & courts, create walking trails)

Group 3



Assets

- Northeast Community Center
- Boys & Girls Club
- Rockland Park
- Elementary Schools
- Bayard Park

Challenges

- Dangerous street crossings on Stefko Blvd. at Gresham St. and Bayard St.
- Dangerous street crossings on Pembroke Rd. at Marvine St. and Fritz Dr.
- Safety and placement of bus stops on Stefko Blvd.
- Pool access
- Parking availability

Opportunities

- Pembroke Park
- Marvine St. - mixed-income commercial corridor
- Land behind Boys & Girls Club - splash pad
- Rockland Park - garden or housing, connect thru Just Born
- Bring central amenities to Marvine-Pembroke

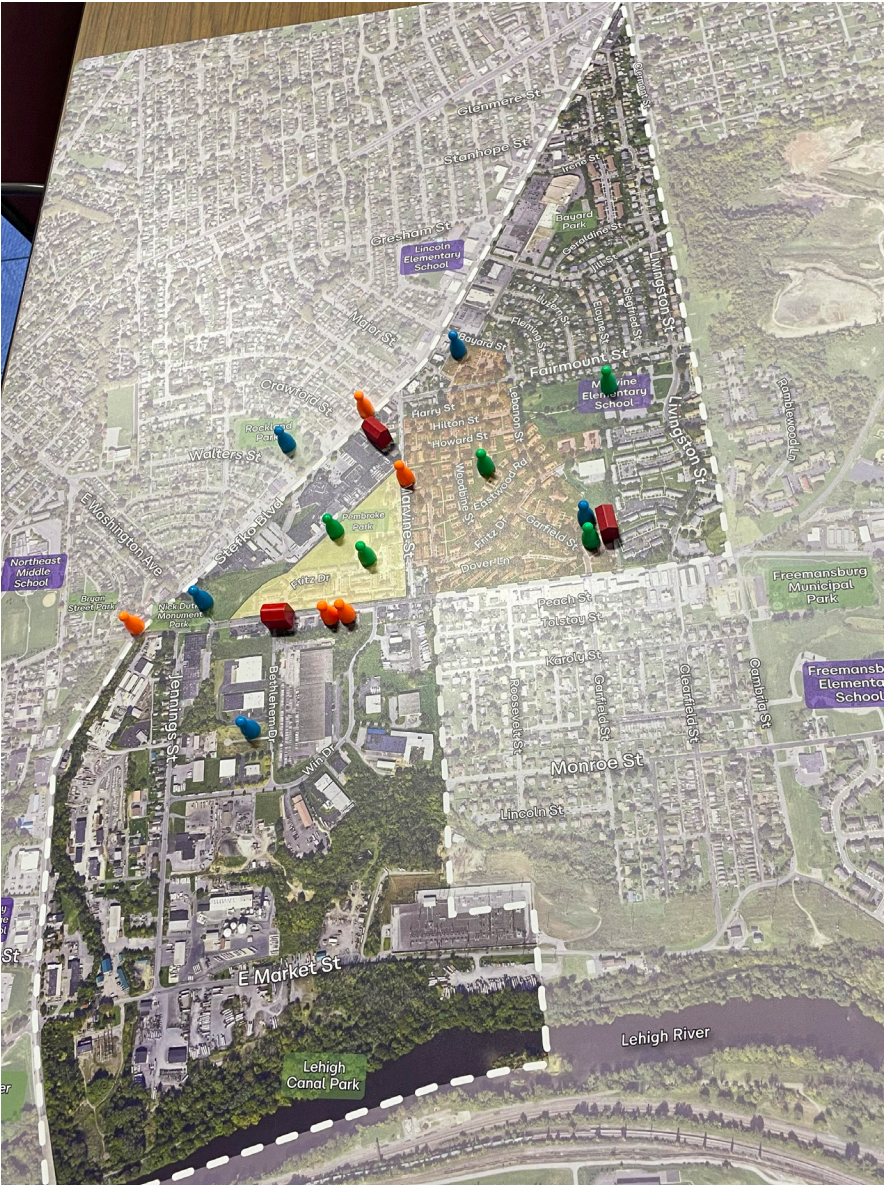
Early Action Activities

- Walking paths to improve connection with amenities
- Pedestrian crossing improvements on Marvine St.
- Crosswalk at back of shopping center





Group 4



Assets

- Northeast Community Center
- Boys & Girls Club
- Marvine Elementary School
- Pembroke Park (aka 1st Park)
- Bayard Park (aka 2nd Park)

Challenges

- Dangerous street crossings on Pembroke Rd., Stefko Blvd., and Marvine St.
- Intersection of Pembroke Rd. and Stefko Blvd.
- Green Door

Opportunities

- Dutko Park and vacant land next to Just Born
- Boys & Girls Club - pool and expanded programming
- Upgrade Turtle Park (Bayard St. & Woodbine St.)
- Job opportunities south of Pembroke Rd.
- Commercial strip south of Pembroke Rd. (Bethlehem Dr. to Win Dr.)

Early Action Activities

- Community garden and splash pad at Boys & Girls Club
- Pedestrian crossing at Pembroke Rd. & Fritz Dr.
- Clinic or garden on vacant land at Stefko Blvd. & Croft Rd.