



February 4, 2013

**Black Metropolis National Heritage Area (BMNHA) Feasibility Study**

Project Advisory Committee Meeting

January, November 29, 2013

IIT Tower, 9<sup>th</sup> Floor

10 W. 35<sup>th</sup> Street

10:00 am- 12:00 pm

**ATTENDANCE**

*Present*

James Wilson-City of Chicago, DHED, Kimberly Brown-PAC/Legacy Attorney, Leroy Kennedy-Illinois Institute of Technology (IIT), Paula Robinson – BMNHAC, Yvette LeGrand – BMNHAC

*Absent*

Beth Johnson - City of Chicago, Christopher Vaughn – WTTW , Delmarie Cobb- PAC, Dr. Christopher Reed – BMNHAC/Roosevelt University

*CMAP Staff present*

James Meerdink, Sef Okoth, Samantha Robinson, Kendra Smith

**1. Welcome and Introductions**

The meeting began at 10:25 am; chaired by Sef Okoth from CMAP.

The following goals were identified for the meeting:

1. Discussion of public outreach strategy, including:
  - a. Stakeholder identification
  - b. Outreach to Aldermen
  - c. Schedule and content of public meetings
  - d. Role of the PAC members in community outreach
2. Invitation of speakers from other NHAs
3. Creating History technical sub-committee

**2. Outreach**

- Paula Robinson explained to the group that she had a conversation with the I & M Canal Corridor on how it extended its NHA to the Calumet area. That may be something for us to look into as there are some relevant experience that we can borrow from them.
- CMAP gave a brief overview of the public outreach strategy, which was previously sent in advance to the Project Advisory Committee (PAC) members. Opportunities for feedback were extended to the PAC members.
- The committee pointed out that the BMNHAC has been involved in many conversations and planning processes (e.g. Chicago cultural plan, mid-south plan, Chicago bike plan

and the Bronzeville retail development plan at the City and neighborhood level. As much as possible, all should be considered an opportunity for outreach, and recorded in the feasibility study; also, the Black Metropolis NHA needs materials for introducing the project in the community which could be a one pager or slideshow answering basic questions as:

- What is a NHA?
- What is the Black Metropolis NHA?
- How can I get involved?
- Why should I care?
- CMAP's key-pad polling and other techniques can be used to engage community residents. Also social media like Facebook, Twitter, app for a walking tour, and the Meetup groups (<http://www.meetup.com>), should be a component of public outreach plan.
- The project needs a concise statement of purpose and promotion – to be used for outreach; we need to explain to people why the NHA is important-“Why is it worth my time?” Explain what it can bring to the community. In addition, linking to existing programming such as WTTW's “DuSable to Obama” could pay dividends.
- The project needs a website that people can link to and learn more about events related to this project. The website should give a series of bullet points about the NHA, explain for examples; how many NHA are out there? How many have been approved?
  - The success of community outreach is going to depends on how PAC members leverage their personal connections in the community. The links to the stakeholders that PAC members bring to the table are essential
  - CMAP has some web-based resources that can be leveraged for public outreach. The MetroQuest (web application) has been used on a number of LTA projects and can be used for outreach in this project, but the real issue is how to drive traffic and increase access to it.
- The project also needs a marketing/publicity plan to some extent, to go with the public outreach strategy as the public will view them as the same. Opportunities for outreach and project promotion include Black History month, driving visitors to BlackMetropolisNHA.com, 2016 Centennial website; creating an app through Choose Chicago (Melissa Cherry) is in progress, opportunity there is to tie that in with outreach. We need to mobilize and educate the community at the same time.
- Committee asked for clarification: What is the main purpose of this portion of the outreach? Is it to mobilize or to educate?
  - The point right now is to educate the public and stakeholders about the project, about the NHA, in order to inform the Feasibility Study. However, all the existing marketing, websites, and other infrastructure can be documented in Feasibility Study, and will help the application; also, MetroQuest, if possible, should drive traffic to existing website, and vice versa. Part of outreach is also consistent meetings with Aldermen
- Outreach should also target state senators and reps, commissioners; need a ward and district overlay on Bronzeville study area map. Outreach should be tailored to different groups – including CPS and military high schools, seniors, area universities who may already have history projects (e.g. Dr. Beth Johnson at Northeastern has done a lot of

research on Bronzeville); Leroy of IIT also has a library archivist who has prepared some information on Black Metropolis and neighborhood development which can add value to historical research for this project. These materials can be reviewed by the history subcommittee.

### **3. History Subcommittee**

Feedback was requested on the draft historical research on Bronzeville that had been emailed to PAC members.

- The committee felt dates were missing in some instances. Sometimes it was not clear what time period was being discussed.
- It was recommend to see more included on the role that the University (IIT) played in evolution of the Bronzeville; IIT will be releasing its strategic plan soon.
- The committee would like to see more on popular culture. More recent developments in the 80's and 90's are also relevant. Many things have happened in recent decades and they should be documented. We also need to think about the authenticity of history. How are people interpreting the history and is it being accurately represented?

### **4. External Speakers**

CMAF discussed idea of bringing representative from existing NHA to their experiences with the committee. The Gullah/Geechee NHA has agreed to speak to the PAC if invited.

- The committee mentioned talks had with the Looking for Lincoln Coalition, as well as representatives from MotorCities NHA in Detroit. Both had good ideas but different contexts.

**NEXT MEETING-** Tuesday, February 26<sup>th</sup> from 10 am to noon, location is TBD.