

MPNA Strategic Plan

Process: A first draft of the plan was prepared in two planning sessions facilitated by Board member Georgia Williams at Studio 1818 on January 13 & 20, 2004. Participants included members of the MPNA Officers and Board of Directors along with other interested members of the neighborhood.

Georgia used a series of goals and objectives that were developed by a small group of MPNA residents in 2001 – as a starting point for discussion. These goals were reviewed, consolidated and enhanced into the following items that will be circulated widely throughout the neighborhood for input before being presented to the Board for approval in the Spring 2004.

Goal #1 – Maintain a Fiscally-Stable and Effective Organizational Structure for the MPNA

- A. Operate the MPNA in a Fiscally Responsible Manner to Accomplish Neighborhood Goals
 - Identify specific fundraisers (Existing & New) to support the MPNA annual budget and neighborhood capital improvement/beautification projects. This includes, but is not necessarily limited to: Annual Holiday Home Tour, Mesta Festa, an annual membership drive and the possibility of an Awards Banquet to recognize outstanding accomplishments or contributions to the neighborhood.
 - Develop an annual operational budget that is reviewed by the board and approved by the neighborhood at the April general membership meeting for the following fiscal year.
 - Increase the base for the MPNA Endowment Fund in the Oklahoma City Community Foundation to provide a permanent source of revenue for neighborhood beautification projects.
 - Explore grant opportunities from the City and local community foundations for neighborhood beautification projects.
- B. MPNA Will Maintain an Organizational Structure that is Responsive to the Needs of the Neighborhood
 - Increase membership through outreach to residents
 - Maintain bylaws that are compatible with MPNA vision and strategic plan
 - Trustees for management of MPNA Endowment Fund
 - Maintain a Committee Structure Responsive to the Needs of MPNA

Goal #2 – Maintain and Enhance Neighborhood Aesthetics and Quality of Life

- A. Promote and Support Perle Mesta Park as a Focal Point for the Neighborhood
 - Develop a comprehensive plan for the development and enhancement of Perle Mesta Park
 - Encourage utilization of the park for neighborhood cultural and recreational events.

- B. The MPNA will take Responsibility to Maintain Neighborhood Assets including:
 - Shartel Blvd.
 - Residential Areas
 - Street Lights
 - Signage
 - Trees
 - Vacant Lots
 - Alleys

- C. Ensure Neighborhood Security and Safety
 - Encourage membership in the Security Patrol
 - Animal Control: Advocate and educate for responsible pet ownership.
- D. Enhance Neighborhood Aesthetics and Quality of Life
 - Alleys
 - Sidewalks
 - Homeland
 - Signage
 - Trees
 - Development of Vacant Lots
 - Community Garden ?
 -

- E. Actively Recruit and Promote Cultural Diversity
 - Board and committee diversity
 - Events in Perle Mesta Park
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- F. Explore Other Initiatives to Enhance Neighborhood Aesthetics and Improve Quality of Life

Goal #3 – Support Historic Preservation

- A. Educate Citizens Concerning Issues Related to the Benefits of Historic Preservation
 - Consultation
 - Public Relations
 - Neighborhood Review Committee/Liaison with HP Commission
 - Absentee Ownership Communication and Education
 - Maintain Communication with Apartment Residents and Landlords
 - Advocate for Enforcement
 - Good Communication and Relationships with Area Real Estate Agents
 - Put HP Designation on Real Estate Signs in the neighborhood
 - 100% Board Participation in HP System Education
 - Special Recognition for Outstanding Preservation Efforts

- B. Support Neighborhood Historic Preservation and Enforcement of HP Guidelines
 - Protect and Preserve Historic Properties and Features in MP
 - MPNA Design Review Committee
 - Liaison
 - Absentee Owners
 - 100% Board Participation

Goal #4 – Build and Maintain Effective Partnerships and Community Relations

- A. Maintain Existing Partnerships
 - Boy Scouts
 - Sunbeam Family Services
 - Uptown 23
 - Oklahoma City Beautiful
 - Heritage Hills/Heritage Hills East
 - Neighborhood Alliance
 - Local and State Government (City of OKC, OC PD & State Legislature)
 - Wilson Elementary
 - Classen School for Advanced Studies

- B. Encourage Potential Partnerships
 - 1. Commercial
 - Hospitals
 - Business Associations
 - Whole Foods
 - Midtown Redevelopment
 - Asian Business Community
 - 2. Educational
 - Schools

 - 3. Explore a Relationship with Oklahoma County
 - 4. Other Neighborhoods
 - Coalition with other HP Neighborhoods
 - Gatewood