

Rockwood Weed & Seed Steering Committee Minutes
Wednesday, September 13th; 5:00PM
Rockwood Library

- I. Welcome:** We have a special guest – Kathryn Kohn McLain from the federal Weed & Seed office – CCDO: Community Capacity Development Office.
- II. Introductions:** Rich Pierce, Ivan Cortes, Dina DiNucci, Stephen Young, Juliet Morefield, Jane Salisbury, Diane Peterson, Nathan Teske, Rebecca Ocken, Darwin Seim, Brenda Butler, Jaime Johnson, Brenda Allen, Kristen West, Cheryl Houston, Roger Meyer, Keith Biggs, Kathie Minden, Bill Etter, Katie McLain, Pat Kunert, Blanca Lacoursiere, Gloria Wiggins, Maura White
- III. Approval of July Meeting Minutes:** Gloria motioned, Roger seconded; motion approved.
- IV. Rockwood Branding Presentation:** Rebecca wanted to give a big thanks to everyone who helped open the Gresham Police Office in the Rockwood triangle. There were over 1000 people there for the grand opening. A special thanks to Rockwood Weed & Seed, City of Gresham, and Human Solutions.
- The first presentation was a silent presentation that showed optimism and the diversity of Rockwood’s people. This presentation depicted bright colors, unique artwork, diverse people; all of which are reflected in its commercial vitality. Rockwood is abuzz.
 - What type of scheme do we want for Rockwood? Rebecca showed several different “schemes.”
 - Leaf – Bright colors, showed nature,
 - ∞ - the infinity sign symbolizes “Limitless – Rockwood is a community of infinite opportunities, infinite possibilities, infinite discoveries, infinite relationships, infinite vivacity, infinite spirit and infinite future. This symbol was paired with a city scene with a single chair stating “a place for everyone.”
 - Hello – symbol is a hand but some interpret it as sky scrapers. ‘Hello’ states “A community of many hellos. Hello. Hola. Salut. Hallo. Shalom. Hi. Hey. Ciao. Hello’s from young and old. Hello’s from white collar and blue collar. Hello’s from all walks of life.”
 - Urban Renewal – punk/heroine chic look. Herbal sign. ‘Urban Renewal’ states, “Increasing human interaction by incorporating more green spaces, outdoor seating/gathering areas and safe passages will lead to organic change.”
 - Together – Rockwood; come together, grow together. This symbol has different color people holding hands in a circle. ‘Together’ states, “A community that works together, lives together, and plays together: will come together and grow together.
 - Questions/Comments/Feedback/Concerns:
 - We need to have real pictures of Rockwood. Not the “fake” city scene.
 - Who is the target audience? – Everybody
 - The chair is a great idea but have it in front of a picture of the Vance Park ribbon cutting or the Back to School Fair. Something that has the real community in it.
 - Heroine chic isn’t how we want to portray Rockwood.
 - The infinity sign is taken by Nike or Adidas.
 - Capitalize the “R” on Rockwood to show status.
 - The ‘Together’ message would be great with a picture of kids playing at Vance Park or some pictures from the library.

- There is a stigma of Rockwood. We could try to shake that with the thought of ‘Discovery.’
- What was Rockwood known for originally? – Speak Easy and agriculture. We should look back for the answers.
- Life and together is the simplest.
- The infinity sign is hard to recognize. It’s not very obvious.

V. Strategy Updates:

- **Law enforcement/community policing: Rich Pierce**
 - As a result of an officer’s attendance at a W&S conference, he decided to change the standard FIR card (Field Information Record). For example, if someone complained about a lot of drug traffic at a specific house, the officer would fill out the FIR card and it would be entered into the police system. The officer created new/updated FIR cards for people like apartment managers to use and it can still be put into the database. This will help with community policing. They are still working out some checks and balances, but it is coming together.
 - Same officer made a bilingual traffic safety brochure. Talk to Brenda or Rich for copies.
 - What about getting mid-street crosswalks for Rockwood? There is not enough foot traffic to warrant a crosswalk light.
 - Curfew sweeps this summer – 90% of the time parents were called. Rich wants to see if the amount of juvenile crimes is down in comparison to previous years where they didn’t do curfew sweeps.
 - Drug free zone is in effect! Now the police can exclude people and if they are trespassing they can take them directly to jail.
- **Prevention/Intervention/Treatment/DFC: Gloria Wiggins**
 - The summer free lunch program served 50,000 free lunches to kids in the City of Gresham. 60% of those kids were from Rockwood.
 - Wallace Medical Center has a new place to serve our community!!!! Their new address is 254 NW Burnside and the new number is 503-489-1760.
 - In May, RWS contracted with El Programa Hispano to provide one additional Spanish series of the family involvement course called “Talking It Out” during this reporting period. Nine families attended and benefited from the course; most of the youth participants were referred by LIBRE: a gang intervention program that provides intensive case management to Latino youth affected or involved in gangs.
 - PAL served youth in at least 3 separate camps this summer:
 1. 428 kids attended the annual PAL Summer Sports Camp in June
 2. The average daily attendance at the PAL Youth Center this summer was 100.
 3. The average daily attendance at the National Youth Sports Program was 245.
 - Hampton Rodriguez helped kids from El Programa create a mural at PAL. Check out the beautiful artwork at the GPD Community Office!
 - 6 area families are homeless due to the recent apartment fire.
 - We were awarded the grant to do the Drug Free Communities Grant for the Gresham Area!!!! It will include Gresham-Barlow/Reynolds/Centennial school districts and more. The group will be focusing on drug and alcohol prevention. There is a full time job for a program coordinator. PAL is the fiscal agent and the coalition is called: Greater Gresham Area Prevention Partnership.
- **Neighborhood Restoration/MAD: Nathan Teske**
 - El Programa Hispano was granted the opportunity to provide three ‘Your Credit Counts™’ Adult Financial Literacy to an average of 40 Latinos/as per session from

March to May 2006. NCNE and HSBC funded the educational workshops. More workshops are being planned for October.

- Tonight is the Habitat for Humanity open house at 169th and Stark.
- VITA Center – Volunteers needed for the Volunteer Income Tax Assistance Center that will be helping folks in Rockwood with filing their taxes. The VITA Center will be in the GPD Rockwood Community Office.
- Back to School Fair was extremely successful!!! Report provided next month.
- 7 ½ tons of garbage was hauled off at the Rockwood Weed & Seed Community Clean-Up. That's 60 truck and trailer loads of trash off the streets of Rockwood!!! Good work, Natalie, for organizing a great event.
- The Rockwood West Gresham Business Coalition will meet for the 6th time next week on Tuesday, September 19th at 8:30am at the Rockwood Grange.

VI. Updates and Q&A with Katie McLain:

- Funding for W&S was cut by congress.
- Everyone just finished with the Law Enforcement Conference in AZ that went extremely well.
- There are some new guidelines for site applications (not that Rockwood needs to worry about that since we are rounding out our last year).
- All of the Oregon applications looked great thanks to the US Attorney's Office that helped out with the completion of those.
- We really need to focus on Sustainability this year. For example, we shouldn't just fund police overtime because once the funding is gone, then what? The new FIR cards are a great idea! That is something that will last for a while. A W&S committee in CA bought some facial recognition software for their local officers. Don't forget that we can always modify our budget.
- The new police facility is exciting and great for the area!
- The VITA Center can be extremely successful.
- The Rockwood Business Coalition is something that will be very helpful to have in the community again. It is a great rejuvenation.
- Having key players buy into the community policing ideas is extremely important!

VII. Partner Updates:

- **Jane** – Citizenship Classes will be held at the Rockwood Library on Wednesdays -- October 4th through November 8th from 5:30PM to 7:30PM. The classes are FREE!! Sign up at the library or call 503-988-5216. Space is limited.
- **Cheryl** – West Nile Virus is here! Take the proper precautions. Get rid of still water, use bug spray, etc.
- **Rich** – Brenda Allen is the new neighborhood DA – Welcome, Brenda.
- **Roger** – Leslie Garth and Lori Stegmann now wear officer 'hats' for Rockwood Neighborhood Association.
- **Brenda** – Due to illness in the family (Brenda's mom), Brenda may be out of the office unexpectedly within the next several months. Thank you in advance for your support.

VIII. Next Meeting:

Tuesday, October 17th, 5:00PM
~~Rockwood Grange~~ – Gresham Police Rockwood Community Office