

Community Building in Potrero Hill Community Building Workshop, May 28th 2009

Key Ideas about Outreach: Inclusive and intergenerational

- Make it accessible to everyone no matter what!
 - Bring residents and other community members together
 - Encourage teens and young people to come to meetings
- Improve Outreach
 - Door to door
 - Signs posted where everyone can read them
 - Yahoo group (use)
 - Build website specifically for community events- train youth to build and maintain
 - More political outreach
- Marketing/Branding committee to change image: "Positive Potrero Hill"
 - Put up signs for redevelopment
- Food & Music = helpful to get people to events

Tap into Existing Programs

- Spread the word about existing programs
 - Get more residents of Potrero Terrace and Annex involved in Boosters
- Work with schools/PTA/Parents and Faculty
- Encourage participation in:
 - Library art show
 - Oral history/archives- Shades of SF
 - Summer Unity Festival
 - Potrero Hill Festival in October (good month for activities in Potrero Hill)
 - Neighborhood House Summer Festival- 20th street this year?
 - After school programs- Library

Potential Community Building Events

- Youth Performances:
 - Rap Sessions
 - Poetry slam
 - Storytelling
 - Talent Shows
- Music Events/Local Musician events
- Gardening events- plant food, plant a tree party, build a greenhouse
- Clean up events
 - Fix up Starr King school
 - Make T-shirts

- Block parties- hosted by BRIDGE outreach to both Terrace and Annex & neighbors
 - Locations--25th street, Arkansas/ at Rec. Center, Wisconsin St., Starr King
 - Stations- Food, Crafts, sell stuff? Jumper, Swap, Food, Music
- Tournaments- Basketball, Volleyball, Soccer
- Bake Sale
- Special events for new folks to community
- Spelling bee
- Clothes drives
- BBQ's

New Facilities Mentioned

- Social service resource center-- a one stop center- youth, and young parents
- Music studio- Hip Hop
- Community Garden—with or without market
- Senior center- arts, yoga programming
- Outdoor gathering spaces
- Amphitheater
- Sculpture gardens
- Designated graffiti boards

Types of Groups and Ongoing Community Activities

- Sports teams/league Basketball, Volleyball, Soccer
- Recovery groups- esp. 30 and under
- Youth group/ youth council/ youth focus group
- Continuing Education Programs
- Gardening- plant food
- Skateboard group
- Pet owners group
- Gardening club
- Neighborhood walks
- PAL Partnership
- Bible studies for kids
- Grandfather's group or broaden grandparent group-- now all female, needs men.
- Play writing/ writers workshop
- Language studies
- Cooking classes
- Gymnastics/exercise for children and adults
- Dances at the gym

Community Building geared toward youth

- Mentoring- Intergenerational-- Seniors mentoring youth
- Teen performance opportunities-- community centers, schools, gyms, outdoors
- Youth organized by youth/mentors

- Need role models; Jack who worked at YGC, started Omega boys club = role model for youth
- Sports teams- encourage participation
- Arts for youth
- Teen Employment Program
- Teach kids to plant, nurture (inside)
- Target the “Hyphy movement”