



Downtown Area Neighborhood Alliance  
Riverside, California

## **Downtown Area Neighborhood Alliance** Meeting Minutes

Izaak Walton Club, Fairmount Park  
Monday, September 15, 2008  
7:00 p.m.–8:30 p.m.

### **Attendees (per sign-in sheet):**

Chani Beeman, Jennifer Nickel, Jack Larsen, Nanci Larsen, Pat Stewart, Linda Lawry, Norm Gritton, Tom Donahue, Joan Donahue, Dave McNiel, Ray Diggs, Lisa Diggs, Kim Hodges, Jennifer Gamble, Bonnie Reynolds, Bruce Reynolds, Pete Kallinger, Rebecca Kallinger, Damon Castillo, Molly Dougherty, Robbie Kennedy, Silvia Flores, David Lucas, Janice Penner, Jerry Sturmer, Nancy Sturmer, Nicki Sands, Vic Williams, Gerry Douglass, Laurie DeFrance, Jim Talcott, Scott Cobain, Darrin Olsen, Dorette Petersen, Erich Lewis, Jane Block, Arlen Appleford, Lorraine Mooney.

### **1. Meeting called to order by DANA Chair Chani Beeman at 7:00 p.m.**

Welcome and Introductions.

### **2. Approval of Meeting Minutes of June 16, 2008.**

Dave McNiel asked that the minutes be amended to correct the number of Lake Evans sailboats that have been refurbished. The correct number is 2.

✓ Motion to approve amended minutes

M/S/V: Larsen/Gritton/Carried

### **3. Guest speaker: Chris Whitehead, Curves**

As part of the Riverside Downtown Partnership's effort to introduce local downtown business owners, Chris Whitehead, owner of the Curves franchise on Main Street, spoke briefly about Curves and the types of services it offers to women who live or work downtown.

#### **4. Planning Meeting: Facilitated by Eva Yakutis**

Eva began the planning session by explaining a bit about the idea behind the facilitation technique she uses, and that she hopes to keep things moving along given that these types of meetings often run several hours or even a day or two long.

##### Victory Circle (see handout):

Eva explained that the Victory Circle is a way for us to imagine the types of projects and goals we'd like to undertake by *looking backward* as if they'd already happened – at our “victory.” Attendees began calling out their “wish list” ideas for Eva to write in the circle.

##### SWOT--Strengths, Weaknesses, Opportunities, Threats – (see handout):

Next Eva asked the group to participate in what marketers call a “SWOT Analysis” – identifying our strengths, weaknesses, opportunities, and threats from an objective viewpoint.

##### The “Sticky Wall” (see handout):

Eva asked everyone to organize themselves into groups of four. Each group then was given half sheets of paper to write down five ideas / projects / goals / problems they felt were important. The sheets were handed in and Eva began placing them on a giant piece of plastic sheeting attached to the wall and sprayed with adhesive (the “Sticky Wall”) and sorting them into different categories, grouped by theme.

##### Next Steps

After the notes and ideas are put into written form, the executive board and any interested DANA members will meet to discuss next steps and identify priorities, then present the findings and feedback to the rest of the membership at the October meeting.

Respectfully submitted,

Molly Dougherty  
DANA Secretary