

## Mayor's St. Paul's Advisory Committee

### Meeting Minutes

Date of Meeting: March 15, 2022

Minutes Prepared By: Ha Chau, City of Norfolk

**1. Purpose of Meeting: To provide updates and receive feedback on the work performed by People First and the Development team; in such areas as resident employment, relocation, and branding the community.**

### 2. Attendance at Meeting

Ms. Rene Barco – not present	Mr. Bruce Brady – present	Ms. Kimberly Bray – not present	Ms. LaEunice Brown – present
Rev. James P. Curran – not present	Mr. Alphonso Albert – not present	Ms. Caz Ferguson – not present	Mr. Earl P. Fraley, Jr. – not present
Mr. William Harrell – not present	Pastor Kirk T. Houston, Sr. – present	Ms. Emma Inman for Dr. Ruth Jones Nichols – present	Ms. Shamika Kirby – not present
Ms. Deirdre Love – present	Dr. Robert G. Murray – not present	Mr. Don Musacchio – present	Dr. Glenn Porter – not present
Councilperson Paul Riddick – not present	Councilperson Danica Royster – present	Ms. Tara Saunders – present	Dr. Doreathea White – not present

### 3. Agenda

- |      |   |             |
|------|---|-------------|
| I.   | <b>Welcome</b>  | <b>6:00</b> |
|      | <ul style="list-style-type: none"><li>Barbara Hamm Lee, SPAC Liaison</li><li>Councilwoman Danica Royster, Chair</li></ul>                                   |             |
| II.  | <b>People First Update</b>  | <b>6:05</b> |
|      | <ul style="list-style-type: none"><li>People First Progress – Nicole Brown, USI</li><li>Relocation/Tidewater Gardens Dashboard – Kim Thomas, NRHA</li></ul> |             |
| III. | <b>Development Update</b>   | <b>6:20</b> |
|      | <ul style="list-style-type: none"><li>Branding and Marketing of Community, Brinshore</li></ul>  |             |
| IV.  | <b>Open Discussion</b>  | <b>7:05</b> |
|      | <ul style="list-style-type: none"><li>SPAC Committee Members</li></ul>  |             |
| V.   | <b>Final Remarks/Close</b>  | <b>7:30</b> |
|      | <ul style="list-style-type: none"><li>Councilwoman Danica Royster, Chair</li></ul>  |             |

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#### 4. Meeting Notes, Decisions, Issues

##### I. Pandemic Notification/Welcome

6:00

- **Barbara Hamm Lee, SPAC Liaison**
- **Councilwoman Danica Royster, Chair**
- Barbara Hamm Lee welcomed the committee and read the attendance roster.
- Councilwoman Royster thanked everyone for attending the first in-person meeting of the year. She stated that this meeting would be very thoughtful and meaningful as it would be about the development progress in Tidewater Gardens. She explained that this project was not just about infrastructure but about lives being impacted. Therefore, it is essential to ensure complete commitment to the advising roles. She also made three announcements:
  - The groundbreaking ceremony plans to celebrate the start of the construction for buildings 19 and 20 on April 19<sup>th</sup>, 2022, from 2pm to 3:30 pm pm at St. Paul's Redevelopment site. Combined, the buildings contain 190 units, with an income mix of replacement, affordable, and market-rate units. All are welcome to attend, and invitations will be sent out directly to the SPAC members next week. More information about the event will be shared with the public soon.
  - Worth it Wednesday – Shine a Light will be held on April 13<sup>th</sup>, 2022, at Commune restaurant in the NEON District from 4 pm to 6 pm. Residents will have opportunities to be introduced to the fine arts in the NEON District. Transportation, snacks, and drinks will be provided for residents. Teens With A Purpose will provide entertainment and a Housewarming Gift Drive will take place designed to collect useful items , intended for residents to transition to their new homes.
  - HBCU College Expo will be held on Saturday, April 9<sup>th</sup>, 2022, at 11 am. This program is designed for children aged 13 to 18 and their parents to discuss topics such as FAFSA, various scholarships, applications, ROTC, etc. Several HBCUs will attend this joint venture of the USI, OAT Foundation, and Boys and Girls Club.
- Councilwoman Royster emphasized that these upcoming events would be emailed out to all the members and asked to share the information within the committee member's network and communities.

##### II. People First Update

6:05

- **People First Progress – Nicole Brown, USI**
- Nicole Brown greeted the committee and provided a People First update on their targeted approach to ensuring that unemployed able-bodied residents are being linked to viable employment opportunities along with receiving soft skills training, and certifications when deemed necessary. The update consisted of an overview of the targeted population, demographical breakdown, barriers to employment, the strategies, and results (attached below).

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- Pastor Houston asked if Ms. Brown could clarify the information on the Unemployed Targeted population breakdown slide whether the numbers represented all the families, including relocated households and those currently applying for jobs.
- Ms. Brown responded stating that the numbers represent the unemployed as 280 residents (around 71%) are currently employed. She also confirmed that the numbers reflected all residents, including current and relocated residents.
- Councilwoman Royster thanked Ms. Brown for the update. She stated that one of the most significant barriers is the childcare issues, not only in Tidewater Gardens but also in the city and nationwide. She asked for more information regarding the process of supporting residents with childcare issues.
- Ms. Brown replied that USI utilized a Grant through United Way, an 8-week program where USI connected the residents with daycare in the community of their choice. During the program, USI and the daycare worked with the residents to assist in applying for permanent daycare. Moreover, USI utilized the Barrier Relief Fund Program for childcare issues if needed. However, Ms. Brown emphasized that the primary purpose was to help the residents attach to the mainstream childcare benefits.
- Councilwoman Royster mentioned a home childcare program in a city council meeting two months ago. The program will help people get certified and recognized by the state. She stated that this could be a source for both newly graduated childcare providers and parents. While the parents could feel -comfortable knowing that their child is taken care of, it would be an opportunity for small women-owned businesses. She wonders if USI had an opportunity to engage them.
- Ms. Brown informed that USI has not engaged in this service, but assured USI would get more information. Additionally, the USI Educational Specialist will work with Social Services to obtain a thorough understanding of the current policy and create an appropriate plan to connect the residents with relevant services.
- Tara Saunders asked if the monthly workshop would be available for all three neighborhoods, including Tidewater Gardens, Calvert Square, Young Terrace.
- Ms. Brown confirmed that it is currently strictly available for Tidewater Gardens residents (current and relocated residents) based on the CNI target population. USI's specialists conducted the workshop twice a day, including one during the day and one in the evening.
- Ms. Saunders wondered if the workshop could be expanded to the other neighborhoods at this time due to the tremendous benefits.
- Ms. Brown stated that USI would look into it and consider their resources and the process to see if it is applicable.
- Deirdre Love asked for more information about the barriers that prevented the resources to help residents at an earlier stage.
- Ms. Brown replied that USI provided resources during the whole process. However, Ms. Brown said that the residents had a different relocation approach as they prefer to move first before

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looking for a job. USI helped residents have a different perspective that relocation was merely a part of the process as many factors were involved.

- ***Relocation/Tidewater Gardens Dashboard – Kim Thomas, NRHA***

- Kim Thomas presented an update on Relocation/Tidewater Gardens Dashboard slides (attached below).
- Councilwoman Royster asked if the families that split after the relocation had opportunities to indicate their desire to return.
- Ms. Thomas confirmed that they are included in the process as a part of their right to return criteria. She explained their prioritization starting from the head of household and then the subsequent head of household that split.
- Ms. Love asked if 40% of poverty was contributed by 85% of people who moved into the area.
- Ms. Thomas stated that 40% of poverty is based on census tracking information. Therefore, 85% moved into the area was already defined as less than 40% poverty area.
- Councilwoman Royster asked regarding the previous slide if the unemployment data would be affected due to splitting families.
- Ms. Thomas referred to Ms. Brown – USI for the answer.
- Ms. Brown explained that the data is calculated based on households. A household is a family until they split, and USI will assess the new household after that.

### **III. Development Update**

**6:20**

- ***Branding and Marketing of Community, Brinshore Development & Yellow Duck Marketing***

- Lafayette Tatem greeted and transferred to the virtual presentation for Brinshore.
- John Majors introduced the team: Ms. Miya Seay-Solomon - Brinshore and Molly Holland - Yellow Duck.
- Ms. Holland started the Naming presentation with the process, including previous naming projects, history, naming themes, and concepts. The three community naming concepts were Triumph, Canopy, and Kindred (attached below).
- Ms. Hamm Lee stated that due to technical issues, the presentation was paused and would resume in the next committee meeting. The meeting minutes and the presentation would be sent out for review.
- Ms. Hamm Lee asked if anyone would like to share their current thoughts about the naming presentation that was shown.
- Pastor Houston appreciated the work from Yellow Duck and thought the three concepts were very powerful. He personally preferred Kindred as it was inspirational, affectional, and represented a lot about the community.
- Ms. Inman stated that she was impressed with the strategic approach and work they did, gathering so much in place from residents. She liked the presentation as the names were

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aspirational and hopeful. She stated that she had no comments on which name she preferred. Overall, she thought the presentation was good.

- Ms. Brown, from NPS stated that she enjoyed how Yellow Duck shared the reflection of the place. It gave her images of beauty, the prettiness of life, calmness of energy, and love.
- Ms. Love stated that she loved their approach, especially sharing the residents' thoughts. However, she believed the names did not thoroughly reflect the neighborhood's history, except Kindred.
- Ms. Saunders agreed with Ms. Love that she liked Yellow Duck's research and approach. She felt only Triumph within three names might represent the area, but she believed there were other suitable names.
- Councilwoman Royster stated that the presentation included more information with the coming slides that Ms. Holland has not presented. She explained some interesting words that would combine with the current three themes, such as the Village at Kindred place or Hope at Triumph Square. She stated that the approach was very thoughtful and connected. Moreover, she emphasized that two critical factors in the naming should include a language to connect people with the development and community history and make people who did not live in the community feel welcomed. She encouraged the advisory committee members to share with her or Dr. Perry if they had any ideas.
- Ms. Hamm Lee stated that since the next meeting will be in person and hope to be able to receive feedback from more members.
- Councilwoman Royster stated that the next meeting would include the rest of the naming slides, feedback, and directions to share the news in Tidewater Gardens.
- Mr. Tatem thanked the City of Norfolk for contributing and including residents. He stated that a naming survey would soon be presented to the residents via phones, face-to-face events, etc. He emphasized that it is essential to get feedback from the community.

#### **IV. Open Discussion**

**7:05**

- ***SPAC Committee Members***

- Ms. Hamm Lee asked if anyone would like to share issues or comments in the open discussion.
- Councilwoman Royster also mentioned if there were any subjects that the committee would like to discuss in the following agenda.
- Ms. Hamm Lee asked to email her if anything came up after this meeting so that the following presentation could be well prepared.
- Pastor Houston stated he was interested in school subjects such as the need to add more schools in Tidewater Gardens in the future.
- Ms. Hamm Lee stated that there would be a School Board meeting tomorrow night. She said that the subject could be discussed there as it would provide more detailed information.
- Pastor Houston agreed to obtain more information in tomorrow's meeting. He stated that the questions might be more relevant in the school board meeting, but the issue should be discussed.

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- Ms. Hamm Lee asked if there were any further comments or questions. There were no comments or questions.

#### **V. Final Remarks/Close**

**7:30**

- *Councilwoman Danica Royster, Chair*
- Councilwoman Royster thanked everyone for attending the meeting. She stated that sharing information with the community is vital as the committee members are the messengers. If there is a need to obtain or share more information, feel free to reach out to her or Dr. Perry or Ms. Hamm Lee.
- Ms. Hamm Lee stated that the meeting was adjourned and thanked everyone for coming.



# **St. Paul's Advisory Committee Meeting**

March 15, 2022

# Agenda

- Welcome/Opening Comments
- Relocation and People First Update
  - *Nicole Brown, People First empowered by USI*
  - *Kim Thomas, NRHA*
- Development Update – Branding and Marketing of Community
  - *Brinshore/BBRM, Yellow Duck Marketing*
- Committee Discussion
  - *SPAC members*
- Next Steps/Announcements/Closing Remarks/Adjournment

PEOPLE  FIRST

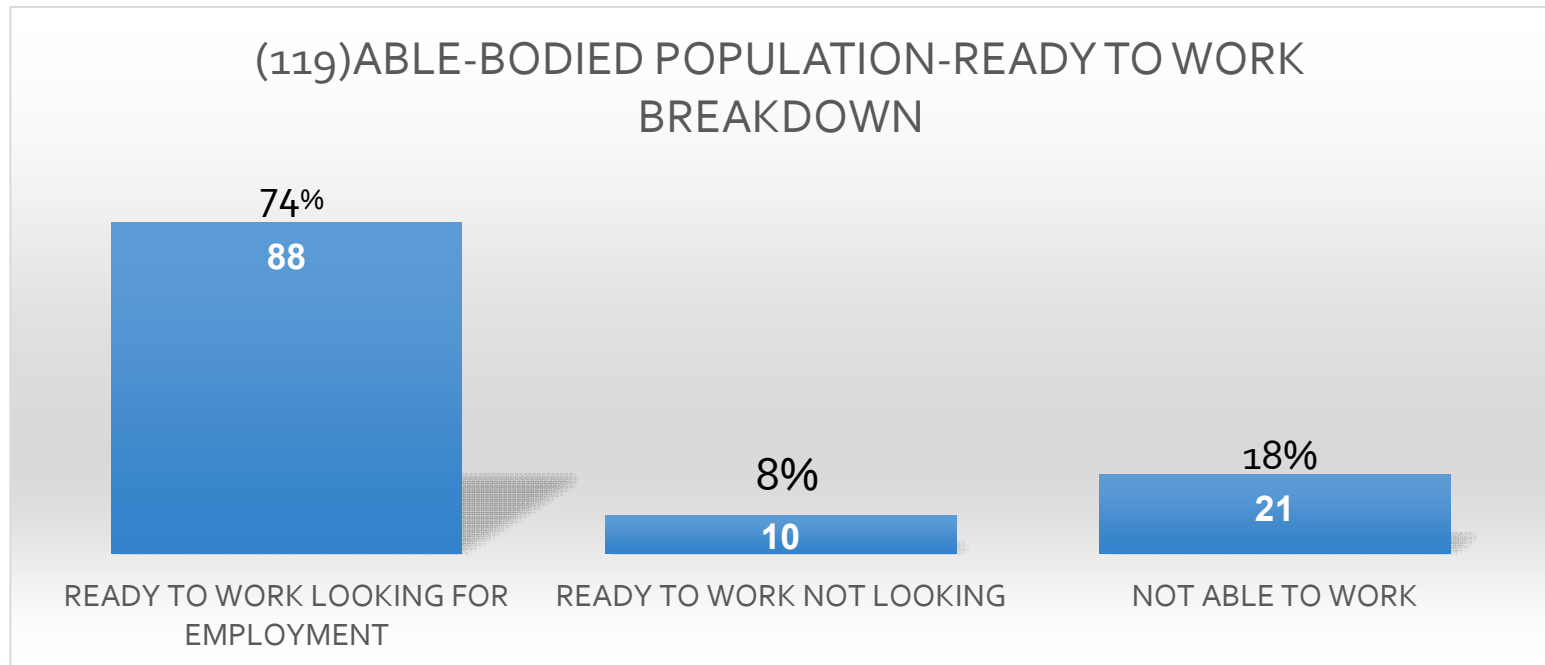


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## People First USI SPAC Update

*Nicole Brown, Senior Project Manager*

# Unemployed TARGET population breakdown



# Demographics and Barriers of Unemployed Able-bodied Population

## Demographics of unemployed looking for employment

- Age range 25-35 years
- 76 or (87%) African American Women
- 39 or (33%) have less than a high school diploma/GED
- 19 or (16%) receive Unemployment Insurance
- 31 (26%) residents Lost Employment due Covid-19

## Barriers of unemployed not looking for employment and not able to work

### Unemployed Not Looking for Employment

Childcare, Pregnancy, Caregiver, Health  
Moving out of state, Pending job opportunity,  
Relocation First

### Unemployed Not Able to Work

Pregnancy, Childcare, Health Issues Caregiver,  
Disability, Education, Retired

# The Strategies and Results



Increased network of support for residents engaged in the employment process that leads to employment satisfaction and job retention.



Residents reaching their Individual Development Plan (IDP) Goals for Economic Mobility.



High alignment Partnership agreements based on resident's employment and economic mobility needs



Increased number of individuals gaining and maintaining employment  
Increased number of individual earning an equitable wages or being self-employed.  
Increased education and job training attainment  
Increased housing stability and Financial Resiliency

# Tidewater Gardens Relocation

February 28, 2022

- **480 household (78% vacancy) have transitioned out of Tidewater Gardens**
- **54% express a desire to return to the new community**
- **81% (391 households)** have selected housing options in Norfolk
- **53% (256 households)** moved to private rental through the HCV program
- **30%** have moved into defined Area of Opportunities as defined by HUD
  - 85% in neighborhoods with <40% poverty (without minority concentration considered)
  - 39% in neighborhoods with <20% poverty (without minority concentration considered)



# Development Update

## Branding and Marketing of Community

*Brinshore/BBRM, Yellow Duck Marketing*



*Questions, Comments,  
Next Steps, Announcements*



yellow duck  
MARKETING



ABOUT

LIVE AT ENCORE!

NEIGHBORHOOD

NEWS+MEDIA

CONTACT

DEVELOPMENT  
OPPORTUNITIES

Overview

The Ella Senior Residences

The Trio at ENCORE!

The Reed Senior Residences

The Tempo at ENCORE!

Legacy ENCORE! Luxury  
Apartments

# COMMERCIAL WITH COMMUNITY

## PARCELS FOR SALE IN DOWNTOWN TAMPA'S TEMPO DISTRICT

Explore Development Opportunities Now »

PARCEL 9  
HIGH-RISE  
MULTIFAMILY

PARCEL 10  
HOTEL/CONDO

PARCEL 11  
HOTEL/  
OFFICE

PARCEL 12  
GROCERY

PARCEL 5  
OFFICE/  
RETAIL

HOTELS, CONDOS,  
RETAIL, RESTAURANTS, SERVICES.  
DISCOVER SPACE +  
DEVELOPMENT OPPORTUNITIES

STREET BY STREET.  
PLACE BY PLACE.  
EXPLORE DOWNTOWN  
TAMPA'S TEMPO DISTRICT

DEBUTING  
BRAND NEW  
1-2-3-4 BEDROOM  
APARTMENTS



## LIFESTYLE OVERVIEW



*Ella*  
— SENIOR RESIDENCES AT ENCORE! —



**Trio**  
APARTMENTS AT ENCORE!



**Tempo**  
APARTMENTS AT ENCORE!



**REED**  
Senior Residences at ENCORE!



**LEGACY  
ENCORE**  
Luxury Apartments

# The Encore Development

The Encore development in Tampa serves as a good example of how the naming may work here:

- Trio Apartments at Encore in Downtown Tampa's Tempo District
- **Property Level:** "Trio" is the name of one apartment community (similar to "Block 19")
- **Development Level:** "Encore" is the name that refers to all the related apartment communities. This themed name is what we are working on for the combined 8 properties of the CNI development.
- **Neighborhood Level:** "The Tempo District" is a name that references the entire neighborhood. This level of branding for the neighborhood would be driven by the City which might cover the 8 properties as part of the CNI development, the development at the Willis Building, the Blue-Greenway, the Heritage Trail, etc. – that are all part of the neighborhood.

# Sources of Information & Research

- Resident Conversations
- Pastor Meetings
- Work It Wednesday Event Participant Conversations
- Video from the Saturday Resident Walk
- Community Leader Conversations with representatives from NRHA, City of Norfolk, BBRM, Barbara Hamm Lee
- Past Survey Responses
- People First and NorfolkTV Resident Interview Videos
- Online Research & Videos including:
  - Disrupt & Dismantle, BET
  - Harlem of the South
  - Norfolk City, Uptown vs. Southside
  - Attucks Theater Documentary
  - Storm Water System Video with Tide Sensors
  - Other NorfolkTV and News YouTube Clips

# What We Heard from Residents

## Top Brand Story Themes:

- Family Friendly / Nurturing
  - Close relationships
  - Looked out for one another (friends, mothers, neighbors, my siblings)
  - Safety / Trust
- Resilient
  - It's about water
  - Creating infrastructure
  - Resilient in every part of their lives
  - Neighborhood & economic resilience
  - Athletes made it to the highest professional level
  - Toughness
  - Legacy
  - Growth
- Vibrant / Fun / Engaging
  - Fellowship
  - Gratitude
  - Investment being made in the blue greenspace
- Historical
  - Respect
  - People
  - Trees
  - Churches
  - Community
  - Parks

# What We Heard from Residents

## Resident Quotes:

- I am Tidewater Gardens
- I had a beautiful upbringing
- We never went without anything, very poor in the projects, but we were happy
- I am who I am because of Tidewater Gardens
- There are some beautiful old trees we sat under every day
- Multi-Generational household
- We felt safe
- There was a lot of love
- I loved it on Charlotte Street
- My Family Heritage = Tidewater Gardens
- Loved sitting on the porch
- Trees were beautiful they bloomed all year long

# What We Heard from the Pastors

When Tidewater Gardens Pastors think about their community this is what came to mind:

- Warmth
- Affection
- Mutuality
- Welcoming community
- Affection toward others
- A community of HOPE
- Resilient residents!
- Different from the past - now just crime & poverty
- Multi-generational
- Joyful people
- Ambitious
- Hard working community
- Make the best of their circumstances
- Our friends were our family
- Community gatherings
- Unity in opportunity & community
- Faith is essential

## Pastor Quotes:

- Tidewater Gardens Residents live the 'village concept' - It takes a village to raise a child, everyone helps each other
- It's not a community of hopelessness - some have gone on to do tremendous things
- Tidewater Gardens is a community of HOPEFUL LIVING
- Strength of character is attributed to their faith
- Faith is how they live, they trust, and they know that God will provide
- Happy we are not forgetting the past
- Wake up in HOPE
- Community of people bound together
- Residents want better and deserve better. They are resilient!
- Community of hard-working people who have been left behind
- Make sure there are future opportunities for the kids!

# What We Heard

## Brand Personality:

- Masculine
- Young
- Luxury
- Modern
- Serious
- Quiet
- Complex
- Obvious
- Organic
- Sleek/Ornate

## Name Takeaways:

- Aspirational
- Forward looking
- Reflect past and look towards future
- Modern & fresh
- Streamline
- No more than 2 words

# Community Naming Concepts

# Triumph

Our purpose is to unite the community by representing rising to the top and achieving greatness in order to create a healthy, active community and an equal playing field for all. We believe in the power of working as a team, sharing knowledge and celebrating our successes together, and learning from our mistakes.

## What We Heard from the Community

“I am who I am because of Tidewater Gardens.”

“We never went without anything—it was very poor in the projects, but we were happy.”

“My family heritage = Tidewater Gardens.”

“Not a community of hopelessness—a community of hope.”

*Triumph*

# Canopy

Pulling from the agricultural definition of 'Canopy,' meaning coverage and protection, we represent the same nature within the community throughout every aspect. This theme represents the deep-rooted history within the area and the continued growth up ahead by honoring our roots and emerging renewed.

## What We Heard from the Community

“There was a lot of love.”

“There are some beautiful old trees we sat under every day.”

“I enjoyed the year-round blooms.”

“Faith is our beacon of hope.”



LIVECANOPYNORFOLK.COM

HONORING  
OUR  
ROOTS



NOW LEASING

CANOPY

LIVECANOPYNORFOLK.COM



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EMERGING  
RENEWED



# Kindred

We love our community and the people who have made it great and continue to do so. We share a common desire to improve the quality of life for the people and knit the community together. We believe that we need a shared collaborative framework between residents and the commonwealth through a sense of unity in every aspect.

## What We Heard from the Community

“I had a beautiful upbringing.”

“We all looked out for one another... friends, mothers, neighbors, my siblings.”

“There was a lot of love.”

“We are a community bound together.”



KINDRED

UNITY  
IS  
STRENGTH

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## NAMES THROUGHOUT THE COMMUNITY

There will be many additional naming opportunities throughout the community including for Buildings, Parks and Greenspace, Streets, etc. Below is a sampling of name ideas that could be used for any number of these categories of places within the community:

- Legacy
  - Legacy Place
- Lineage
- Arbor
  - Arbor North
  - Arbor Point
- Juniper
- Cypress
- Elm
- The Arc
- The Key
- Courage
- Conquer
- Unity
- Endeavor
- Liberty
  - Liberty Square
- Aspire
- Connexion
  - The 'x' in connexion represents the intersection of past and future, through the bond of the influential members of community past and future residents that will foster the same spirit.
- Grace
- Village

## Example of Property Naming Patterns (Using: Kindred)



### **Block 19**

becomes “Legacy”  
at Kindred

### **Block 18**

becomes “Canopy Station”  
at Kindred

### **Block 20**

becomes “The Elms”  
at Kindred

### **Plaza in front of Block 17**

becomes “Triumph Terrace”  
at Kindred

### **Block 17**

becomes “Triumph”  
at Kindred

*Note: The City of Norfolk may choose to rebrand the ENTIRE NEIGHBORHOOD (covering the area of the 8 CNI properties, the Blue / Greenway, Aspire development, future Calvert and Young’s Terrace redevelopments, etc) as something like “Resilience Square.” That exercise would be completely outside of the scope of Brinshore / BACDC / BBRM / Yellow Duck.*

# Theme Recap

## **Greenways:**

Honoring our roots –  
Emerging renewed

## **Triumph:**

Rising to the top –  
Achieving greatness

## **Community Faith:**

People as the focus

# Concept Recap

## **Community Names:**

1. Triumph

2. Canopy

3. Kindred

## **Names Throughout Community:**

- Legacy
  - Legacy Place
- Lineage
- Arbor
  - Arbor North
  - Arbor Point
- Juniper
- Cypress
- Elm
- The Arc
- The Key
- Courage
- Conquer
- Unity
- Endeavor
- Liberty
  - Liberty Square
- Aspire
- Connexion
- Grace
- Village

# Next Steps & Timing for Community Engagement

Development of:

- Short video explaining name concepts
- Survey to collect community feedback
- Program online survey + develop/print hard copy versions of the survey
  - Online survey link provided to project partners to disseminate through channels like Community Newsletters/ Emails, Websites & Social Media Channels, School Parent Groups, Congregations
  - Hard copy surveys available at NRHA, St. Mary's, City of Norfolk Comms, USI/People First Offices
- Direct mail postcards & mailing list for communicating survey to community and past TWG residents
- Press release to promote / announce survey

Anticipated Timing: est. 4-6 weeks

- Survey & video created
- Survey distribution (*Print mailers needing the longest production time*)
- Survey submissions collected
- Survey recap report developed

# Trademark Research

We have thoroughly researched trademarking conflicts through the United States Patent and Trademark Office (USPTO) and the World Intellectual Property Organization (WIPO). However, we suggest consulting a trademark attorney to reassure naming availability.

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