

2015-16 Downtown Neighborhood Council (DLANC) Strategic Plan

VISION

To unite the diverse communities of Downtown Los Angeles and to provide an innovative forum open to all community members, that enables all community stakeholders to contribute to making the Downtown neighborhood a healthy, vibrant, and inclusive community that balances the needs of commerce while continuing to improve the quality of life for all residents.

GOALS

- Develop an outreach strategy focused on reaching a broad base of constituents and providing added value to the community
- Work to ensure that all DLANC board members have a tool kit that enables them to (i) remain connected to their community, (ii) stay apprised of their neighborhood area's unique interests, and (iii) be equipped to advocate effectively for such interests
- Be more visible to local media
- Seek recognition for neighborhood excellence

SOLUTIONS

- Participate in community events to engage the Downtown L.A. community, identify community concerns, and make the community aware of DLANC's presence and availability as a resource
- Identify and equip board members with the tools, including social media skills, to more effectively (i) connect with the community; (ii) stay apprised of their neighborhood area's unique interests and (iii) be an advocate of such interests
- Identify and connect with media contacts
- Develop a positive working relationship with community members, community organizations, City staff and electeds

BIG SCORE

- Increased website traffic and public awareness of DLANC, growth in mailing/outreach list
- Recognition in "best" lists
- Media mentions
- Full participation of board members on one or more committee(s)
- All board members up to date on Ethics and Funding training