

Mayor's St. Paul's Advisory Committee

Meeting Minutes

Date of Meeting: May 17, 2022

Minutes Prepared By: Ha Chau, City of Norfolk

1. Purpose of Meeting: To provide updates and receive feedback on the project and development from NRHA and the Development team regarding demolition, relocation, M/WBE, community branding, and review of the naming survey.

2. Attendance at Meeting

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

3. Agenda

I.	Welcome/Opening Comments	6:00
	<ul style="list-style-type: none">Barbara Hamm Lee, SPAC LiaisonCouncilwoman Danica Royster, Chair	
II.	Block 19 and 20 Groundbreaking Video Recap	6:05
III.	Project Update	6:10
	<ul style="list-style-type: none">Steve Morales, NRHA	
IV.	Development Update	6:20
	<ul style="list-style-type: none">Branding and Marketing of Community, John Majors, BrinshoreReview of Naming Survey – John Majors, Brinshore	
V.	Open Discussion	7:05
	<ul style="list-style-type: none">SPAC Committee Members	

Mayor's St. Paul's Advisory Committee

Meeting Minutes

VI. Final Remarks/Close

7:30

- *Councilwoman Danica Royster, Chair*

4. Meeting Notes, Decisions, Issues

I. Welcome/Opening Comments

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 May in-person meeting. She made three announcements:
 - House Warming Supply Drive: Supplying household items to the relocated Tidewater Garden residents can significantly assist the residents in their transition. Councilwoman Royster stated that the donations could include bathroom supplies, cleaning supplies, kitchen utensils, etc. She asked the committee to share this information within the committee members' networks and communities.
 - Norfolk Emerging Leaders (NEL): The program provides Norfolk youths between 16-21 with meaningful summer employment within the City departments. Councilwoman Royster stated that the program would start in June, and there were still over 150 opportunities for young people to develop job skills and knowledge with a \$14/hour job. She emphasized that this was an opportunity for St. Paul's and Norfolk residents and asked the committee members to contact her via email for more information. She mentioned that In-person events would occur in June in Young Terrace, Calvert Square, and Grandy Village.
 - "Just Start" Career Fair: The career fair took place at MacArthur's Center Court from April 20th to 23rd, 2022. The event had approximately 600 attendees. There were around 800 vacancies from the City of Norfolk departments, and at the end of the event, 123 contingent job offers were made. The City of Norfolk made some adjustments, including an increase in the minimum wage to \$18/hour, six weeks of paid leave pertaining to family leave and medical leave, and a \$5,000 sign-on bonus for full-time positions. Councilwoman Royster stated that there would be an engagement event within St. Paul's communities.

II. Block 19 and 20 Groundbreaking

6:05

- Block 19 and 20 Groundbreaking Video was played for the committee.

III. Project Update

6:10

- *Steve Morales, NRHA*
- Mr. Steve Morales greeted the committee and provided project updates on Tidewater Gardens Demolition sequences and the relocation and demolition timelines. Mr. Morales also provided

Mayor's St. Paul's Advisory Committee

Meeting Minutes

updates on awarded Minority/Women-owned Business Enterprises (M/WBE) on the demolition contracts, including the demolition work, contract value, and percentage (attached below).

- Pastor Houston asked if there were contract values associated with M/WBE.
- Mr. Morales replied that the information was included in the slide.
- Ms. Hamm Lee mentioned that the presentation would be emailed to the committee members.
- Mr. Albert requested a detailed breakdown of M/WBE to provide percentages and contract value of each component.
- Mr. Morales confirmed that NRHA could provide detailed info.
- Mr. Albert stated that he appreciated John Majors, Marcia McGill, Kim Thomas, Donna Mills, and the team for their effort to reach the City's economic inclusion goals.
- Mr. Morales referred to the policymakers and leaders who held everything to a high standard and established clear goals for the achievements.

IV. Development Update

6:20

- *Branding and Marketing of Community, John Majors, Brinshore*
- *Review of Naming Survey – John Majors, Brinshore*
- Mr. John Majors started the naming presentation with the process, including previous naming projects, history, naming themes, concepts, and three community naming concepts (attached below).
- Councilwoman Royster thanked Mr. Majors for the presentation. She asked if QR code instructions would be included in the survey as some residents could experience difficulties utilizing electronic surveys. She also asked if there were established plans for hard copy surveys.
- Mr. Majors mentioned that the physical survey would be placed in the USI People First office, YMCA, NRHA office, and community events. He stated that the survey also included a link for the participants besides the QR code.
- Councilwoman Royster asked Mr. Morales about the USI location.
- Mr. Morales answered that the USI location was in Phase 4, which would still be a good location for the survey.
- Councilwoman Royster asked about the percentage of relocated residents who returned for services compared to the data when they resided in Tidewater Gardens. She requested information about USI methods for reaching out to relocated residents.
- Ms. Nicole Brown provided that USI had been visiting with the relocated residents at their new homes since they transitioned out of Tidewater Gardens. She stated that USI's Family Support Specialists (FSSs) could deliver the survey to the residents and report back with data.
- Councilwoman Royster asked if the FSSs could provide a detailed report on the number of targeted residents who conducted the surveys and methods. She also inquired about a survey distribution plan to receive the Tidewater Garden residents' feedback.
- Mr. Majors confirmed that anyone would be able to complete the survey by visiting the website. However, the survey could provide a number of participants from Tidewater Gardens based on the questions listed in the survey.

Mayor's St. Paul's Advisory Committee

Meeting Minutes

- Councilwoman Royster asked the Brinshore team to collaborate with NRHA to distribute the naming survey to Calvert Square and Young Terrace.
- Ms. Hamm Lee asked about the marketing plan before distributing the survey.
- Mr. Majors replied that the postcard had that process as it also showed them how to get the survey and what it was about.
- Councilwoman Royster requested options besides postcards as they might not get all attention from residents. She stressed the importance of ensuring all Tidewater Gardens residents obtain opportunities to complete the survey. She suggested that Ms. Hamm Lee could assist the process as she had marketing experience.
- Ms. Love asked if the naming survey could be placed in community events and other locations like churches and community centers.
- Mr. Majors agreed and stated that he would connect with Ms. Hamm Lee to discuss the plan,
- Ms. Brown asked for the start date of the survey.
- Mr. Majors indicated that the team was trying to get the survey out as soon as possible, and the survey would be open for 4-6 weeks.
- Councilwoman Royster stressed that the committee members should receive updates on the plan.
- Ms. Love asked if the survey had any effect on the three naming options.
- Mr. Majors stated that these suggested names were the general themes, but they would consider the input.
- Ms. Love explained that the name options seemed to not reflect the history and culture of the predominately African American community. She referred to the examples in other projects provided at the beginning of the Naming presentation.
- Mr. Majors stated that the suggested names were based on the community's feedback, including residents, pastors, etc. He emphasized that the team would be open to input, and there were opportunities at the city level to rebrand the entire area.
- Ms. Love also asked if the survey had an option to add other naming ideas.
- Councilwoman Royster stated that question 8 allowed participants to add their ideas. She encouraged the committee members to provide their input. She requested the team to reach out to the Tidewater Gardens Reunion group for their feedback.
- Mr. Brady recommended distributing the survey to local schools like Booker T. and others.
- Councilwoman Royster agreed and stressed the importance of obtaining feedback from targeted participants.
- Ms. Barco suggested establishing a strategic plan for advertising the survey to ensure covering all aspects.
- Ms. Hamm Lee stated that social media could also be an essential platform for advertising the survey and receiving more feedback.
- Councilwoman Royster emphasized the need to establish a solid plan, including the distribution timeline and benchmark, to ensure receiving the most input from the residents. Additionally, she stated that the survey should be provided for the upcoming events in kiosks or hard copies.

Mayor's St. Paul's Advisory Committee

Meeting Minutes

- Ms. Love mentioned that the events should be selected to ensure reaching out to target participants.
- Mr. Majors appreciated all the feedback and would relate the information to his team.
- Councilwoman Royster asked the committee members to review the survey and provide feedback to herself, Dr. Perry, or Ms. Hamm Lee.
- Ms. Hamm Lee stated that she would email the survey to the committee.
- Councilwoman Royster provided suggestions for question 9 to include the participant's zip code.
- Mr. Majors mentioned that one of the questions at the beginning of the survey asked whether the participants were from Tidewater Gardens.
- Ms. Love suggested rewording question 9 to capture residents who were not sure about their eligibility. She recommended changing it to "Would you like to move into the redeveloped community once it is ready?"
- Mr. Major agreed and would inform the team.
- Councilwoman asked if the presentation could be posted on the St. Paul's website if ready.
- Mr. Major confirmed the presentation was ready and stated that Dr. Perry had it.

V. Open Discussion

7:05

- ***SPAC Committee Members***

- Councilwoman Royster provided the progress of addressing the crime issue. She presented her appreciation to Ms. Love for her strong commitment to helping the city and community via SPAC Workgroup on Violence Prevention (attached appreciation letter).
- Ms. Love thanked Councilwoman Royster and presented the background of the crime issues and the urgent need to address them at that time. She stressed the continuous effort and shared resources to build safe communities, especially for the young people. She invited the committee to join the FUSE Fest, which would celebrate community, culture, and art with Love and Virtual's hybrid festival at Purpose Park. She stated that this coming event would be on June 4th, 2022, at 801 Church Street from 12 pm to 6 pm.
- Rev Curran appreciated Ms. Love's efforts and congratulated her on the group's success. He hoped that someone would inherit her knowledge and work ethic.

VI. Final Remarks/Close

7:30

- ***Councilwoman Danica Royster, Chair***

- Ms. Hamm Lee stated that next month's meeting would be on the third Tuesday of the month at 6 pm and include the naming progress and Norfolk Public School updates.
- Pastor Houston suggested adding new members to the committee for the next phase to ensure the best outcomes.
- Ms. Hamm Lee agreed and stated that there would be a process, which would be discussed in next month's meeting.

Mayor's St. Paul's Advisory Committee

Meeting Minutes

- Paster Houston explained the importance of getting more members to ensure addressing the opportunities and challenges of the project.
- Councilwoman Royster agreed and provided an example of childcare issues addressed in the previous meeting. She encouraged anyone to send her an email to address any concerns.
- Ms. Love suggested including experts from the Young Terrace and Calvert Square community.
- Ms. Hamm Lee agreed that there should be a plan to add experts to the committee and ensure the committee members' continuous engagement during the project.
- Ms. Hamm Lee asked if there were any further comments or questions. There were no comments or questions. Ms. Hamm Lee stated that the meeting was adjourned and thanked everyone for coming.



St. Paul's Advisory Committee Meeting

May 17, 2022

Agenda

- Welcome/Opening Comments
- Block 19 & 20 Groundbreaking
- Project Update
 - *Steve Morales, NRHA*
- Development Update
 - *Branding and Marketing of Community – John Majors, Brinshore*
 - *Review of Naming Survey – John Majors, Brinshore*
- Committee Discussion
 - *SPAC members*
- Next Steps/Announcements/Closing Remarks/Adjournment

Block 19 and 20 Groundbreaking



Block 19 & 20 Groundbreaking Video



Project Update - Demolition

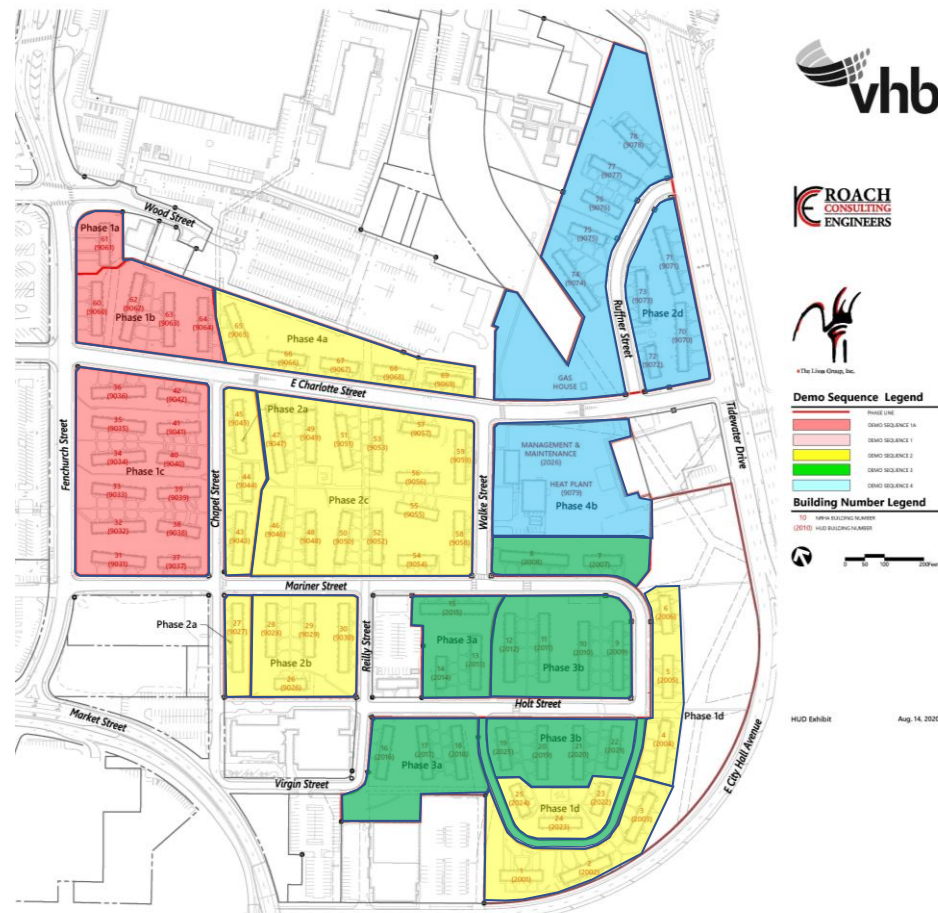
Steve Morales, NRHA

St. Paul's Area/Tidewater Gardens Choice Neighborhoods Initiative Transformation





Tidewater Gardens Demolition Sequences

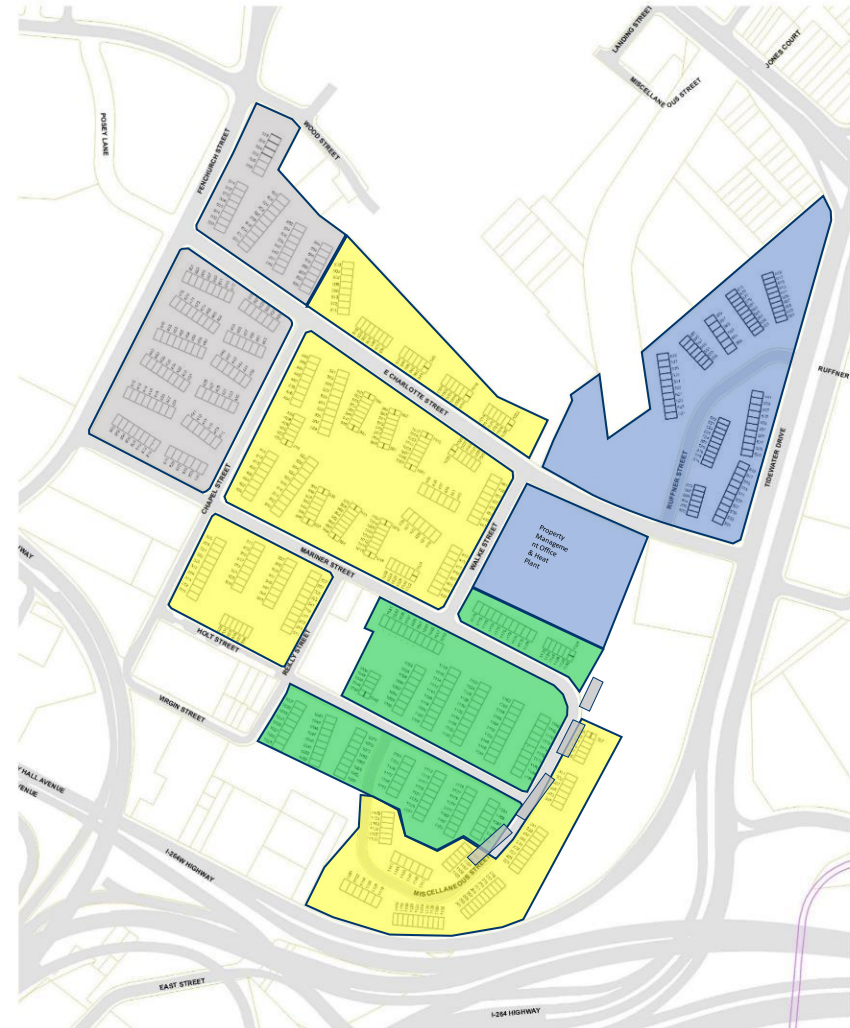


80 Buildings – 618 Units and two non-residential buildings
Divided into 4 demolition sequences



Tidewater Gardens Relocation and Demolition Timelines

-  Sequence 1 - Complete
-  Sequence 2 - Underway April to October 2022
-  Sequence 3 - To be Bid late Summer 2022
November 2022 to May 2023
-  Sequence 4 – To be Bid late Summer 2022
November 2022 to June 2023



Demolition Update

Status:

- Phase 1 Demolition completed (17 buildings/124 units)
- Phase 2 Demolition 36 buildings/285 units
 - Abatement 25 of 36 buildings
 - Demolition – 4 Buildings/29 units
- Phase 3 & 4 Bid late summer/Early Fall



NRHA Demolition

Tidewater Gardens Demolition			
Firms	Demo Work	Contract Value	M/WBE
VHB (overall Contract)	A&E Services	\$1,321,820	
<i>Livas</i>	Sub-contract-VHB		M/WBE
<i>Roach Engineering</i>	Sub-contract-VHB		
<i>GET</i>	Sub-contract-VHB		
<i>Applied Labs</i>	Sub-contract-VHB		
DRS Contracting	Building 61 demolition	\$73,855	
Anike	Phase 1 Demo (16 Buildings)	\$1,282,950	M/WBE
P&M Construction	Pile Removal	\$153,824	M/WBE
J.C Driskill	Electrical Line Pole Removal	\$4,830	
E.G. Middleton	Disconnection of Overhead Lines	\$2,161	
D & S Electric	Abatement	\$150,000	M/WBE
K-Kontractors	Abatement	\$150,000	M/WBE
P & M Construction Services	Abatement	\$150,000	M/WBE
East Coast Abatement	Abatement	\$385,000	
K-Kontractors	Phase 2 Demolition	\$150,000	M/WBE
P & M Construction Services	Phase 2 Demolition	\$150,000	M/WBE
Powermovementt	Phase 2 Demolition	\$150,000	M/WBE
Anike	Phase 2 Demo -27 Builings	\$1,597,367	M/WBE
To be awarded	Five (5) buildings		
	Total	\$5,721,807	
	Total M/WBE	\$3,934,141	69%

Development Update

Branding and Marketing of Community

Survey Overview

John Majors, Brinshore



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

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

Greenway District

Honoring our roots - Emerging renewed.

The restoration of buried waterways will return watershed areas back to nature to create a greenway/blueway system of parks, open spaces and streets that will both manage stormwater and flooding as well as provide connections to bike paths, trails and the Elizabeth River waterfront.

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.”



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HONORING
OUR
ROOTS



NOW LEASING

GREENWAY
DISTRICT

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LIVEATGREENWAYDISTRICT.COM

EMERGING
RENEWED



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
- 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 "Greenway
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

Triumph:

Rising to the top -
Achieving greatness

Community Faith:

People as the focus

Greenways:

Honoring our roots -
Emerging renewed.

Concept Recap

Community Names:

1. Triumph

2. Kindred

3. Greenway District

Names Throughout Community:

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

Proposed Next Steps & Timing for Community Engagement

Development of:

- 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: 4 - 6 weeks

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.

YELLOW DUCK MARKETING

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*Questions, Comments,
Next Steps, Announcements*