



Notes of the second meeting of the Midtown Museum District Neighborhood Association held on Wednesday 22nd October 2008 at the Hilton Suites, 10 East Thomas Road from 6.30pm to 8.30pm.

1. Introduction and welcome to the event

Margaret Dietrich welcomed everyone to the inaugural meeting of the Midtown Museum District Neighborhood Association (MMDNA). She thanked the Hilton Suites for allowing the Association to use the facility free of charge and for their generosity in providing all the refreshments for the evening.

2. Light Rail update

Amy Bratt was introduced to the meeting. Amy is the Community Outreach Coordinator for Line Section 2 (Central Ave. from Camelback Rd. to McDowell Rd).

Amy reported that testing of the Light Rail has started in the neighborhood and testing will continue on a regular basis. Safety is very important for pedestrians and drivers alike. Amy gave three very important pieces of advice:

- Always use the crosswalks at stations and don't cut across the tracks;
- Be aware of the tactile strip (raised bumps) at the edge of the platform— if you are on this strip you are too close to the train;
- Light Rail trains are very quiet, so be aware and stay alert.

A copy of the Safety Brochure can be download from this link

http://www.valleymetro.org/metro_light_rail/light_rail_safety/safety_campaign/

The grand opening of METRO light rail is Saturday and Sunday, Dec. 27 and 28, with all train rides free. Station celebrations will be held Saturday from 10 a.m. to 5 p.m. Saturday activities will occur along the entire 20-mile METRO alignment. There will be music, activities and exhibits at many park-n-ride and light rail station locations. Metro Light Rail are looking for volunteers at each station to help with arrangements. Please email midtownmuseumdistrict@gmail.com if you would like to join other MMDNA volunteers

The Saturday grand opening celebration is an opportunity to showcase business, organization or community group. Space is limited and will be filled on a first-come, first-served basis, with priority given to stakeholder businesses immediately adjacent to the light rail line. Any businesses interested in participating should contact Metro Light Rail on www.valleymetro.org

Metro Light Rail has extended the period of free travel to Friday 2nd January to cover the New Year as well.

Amy can be contacted on 602-495-8217 or by Email: abratt@MetroLightRail.org

Read about interesting stories and useful information on [www. RailLife.com](http://www.raillife.com) or click the link <http://www.raillife.com/blog>

3. KEYNOTE PRESENTATION FROM “KEEP PHOENIX BEAUTIFUL”

Executive Director Tom Waldeck and Cindy Moss, (Program Director) of Keep Phoenix Beautiful were introduced to the meeting. Keep Phoenix Beautiful is an affiliate of Keep America Beautiful and a non-profit 501 (c) 3 organization (formerly known as Phoenix Clean and Beautiful). It supports special projects that involve volunteer residents and businesses and results in a healthier, cleaner, more beautiful environment. They have been working in Phoenix for more than 20 years to promote the preservation and protection of our environment. With the help of thousands of volunteers annually, Keep Phoenix Beautiful dedicates its efforts to litter reduction, beautification and community improvement activities.

Keep Phoenix Beautiful also works with local businesses to help them with recycling. This can include paper, toner cartridge, electronics and cans and bottle recycling. They can organize a variety special events for employees, in addition to providing information about recycling in the workplace as well as at home.

Keep Phoenix Beautiful is based at
101 S. Central Avenue, Suite 201, Phoenix, AZ 85004. Main Phone: 602-262-4820
Fax: 602-534-3334. The web site is www.keepphxbeautiful.org

Cindy can be contacted on (602)-256-3284 or by email cindy@keepphxbeautiful.org

There was support for an event to tidy up Central Avenue before the Light Rail launch, and Saturday 13th December was suggested as a possible date, in the morning from about 7.30 to 9.30am. MMDNA members were asked to hold the date and get volunteers. Keep Phoenix Beautiful can provide garbage bags and litter lifters for the event and may be able to bring some donuts for a post event party!

Olga Soto (City of Phoenix Neighborhood Services) agreed to find out whether it was possible to have an “Adopt a Street” for Central Avenue and/or some banners for the neighborhood. She is involved in getting banners in the Coronado Neighborhood. This has taken nearly two years of negotiation to bring that to fruition. Olga would report back to the MMDNA in the New Year on what may be possible.

4. Update on Social Events

- 4.1 Margaret reported that a number of people interested in planning social events for the MMDNA had met and organized the first event. This will be held on Friday 7th November 2008. The evening will start with Happy Hour at Chevront 5.30pm to 6.45pm followed by a Private Docent Tour of the Cowboy Artists of America at the Phoenix Art Museum at 7.00pm. MMDNA resident Mark Sendrow will be the Docent for the evening. Join us for either part of the event- or both!

- 4.2 On Tuesday 13th January 2009, there will be a cheese and wine evening at the Heard Museum hosted by the Museum Guild. The Guild was thanked for their generosity and details will be sent out in due course.
- 4.3 The Social Group had discussed the possibility of live music events in the neighborhood and had made contact with a number of local restaurants and other venues to see what may be possible. The University Club was also suggested as a potential venue.
- 4.4 If you want to be part of the Social Committee please email midtownmuseumdistrict@gmail.com

5. City of Phoenix Police Department Community Safety Program

Officer Melander was unable to be at the meeting due to a long-standing prior engagement, but should be able to come to the November meeting. There were no significant community safety issues to report this month. Officer Melander can be contacted on his voice mail at (602) 534-0718, or by email on scott.melander@phoenix.gov

Residents can also contact the Police Department at Crimestop (602) 262-6151 to report suspicious activity.

Residents can report Graffiti on the Graffiti Hotline 602.262.7327, and find out more about action to reduce graffiti in the neighborhood go to www.phoenix.gov/POLICE/graffi1.html or www.phoenix.gov/NBHDPGMS/grafbust.html

Post meeting note

Officer Wiegert had contacted the Association to alert residents about a "Grandparent Scam". "In this scam, the fraud artist calls an elderly person and poses as their grandchild. The caller may say something like, "Grandma, I am so glad I reached you" or "Grandpa, it's me, your favorite grandchild calling." The caller waits for the grandparent to say something like, "Jimmy, is that you?" The caller will agree and state that he or she has either been in a bad accident or is in some type of trouble and needs money immediately. The caller then asks that the money be sent via money order or through a wire service such as MoneyGram or Western Union".

To avoid falling for this type of scam residents were advised to:

- Verify family members whereabouts by directly calling another family member or the grandchild directly with the number they are familiar with;
- Don't call the caller with the phone number that person provided.
- Don't "fill in the blanks" for the caller. If the caller says, "This is your favorite grandson," ask "Which one?"
- Never give out personal identifying information such as bank account or credit card account numbers to anyone you do not know and never send money to an unknown account or entity.

Officer Wiegert can be contacted on doreena.wiegert@phoenix.gov Telephone: (602) 495-5005

6. Business in the Neighborhood

One of the aims of the MMDNA was to support local businesses. A “Business Alliance” was suggested for the area and it was agreed that this would be tested out with a number of local businesses.

A number of sources of information to identify local businesses to contact were suggested.

Although the majority of business premises in the area had been visited, it was unclear whether the MMDNA information had been circulated. This was a particular issue in the large office buildings on Central Avenue. It was suggested that follow up visits should be arranged.

It was agreed that an information leaflet should be developed to summarize the aims of the MMDNA, and the leaflet should include a map of the area. A number of people volunteered to contact local businesses.

It was noted that the Association did not have any funds, although a number of local businesses had been generous in their support. Margaret had attended a presentation about becoming a 501C3 but it was felt that this could be expensive to set up, and the Association might not be sufficiently organized to comply with the requirements. The Association could be registered as a non-profit organization, which would have some advantages.

It was suggested that local businesses could benefit from advertising along the Light Rail route, during the launch and the MMDNA could raise a small amount of funds by helping to distribute their information. Margaret and Julia agreed to look into the logistics of this.

7. New website

The MMDNA has a new website at www.midtownmuseumdistrict.org. The website is under construction and the Association is looking for some extra help to develop the site. Anyone interested in helping with the website is asked to contact Ed Jensen Director of Communications and Internet Development at edward@midtownmuseumdistrict.org. Ed was thanked for all his work in setting up the website, posting the articles, and keeping up the MMDNA blog at www.midtownmuseumdistrict.wordpress.com

8. Closing remarks and vote of thanks

Margaret and Julia thanked everyone for attending, and for making the evening a success. A special thanks was extended to the guest speakers, to the Hilton Suites for their hospitality. Alphagraphics were also thanked for their support in printing the copies of the information sheets for distribution to homes around the neighborhood.

9. Date of next meeting

The next meeting will be on Wednesday 19th November 2008 at 6.30 pm. Details of venue to follow. The December meeting will be on 17th December at 6.30pm.