



Neighborhoods, USA  
*Building Stronger Communities*

*49th Annual Conference*



**Creating**

**Neighborhood**

**Connections**

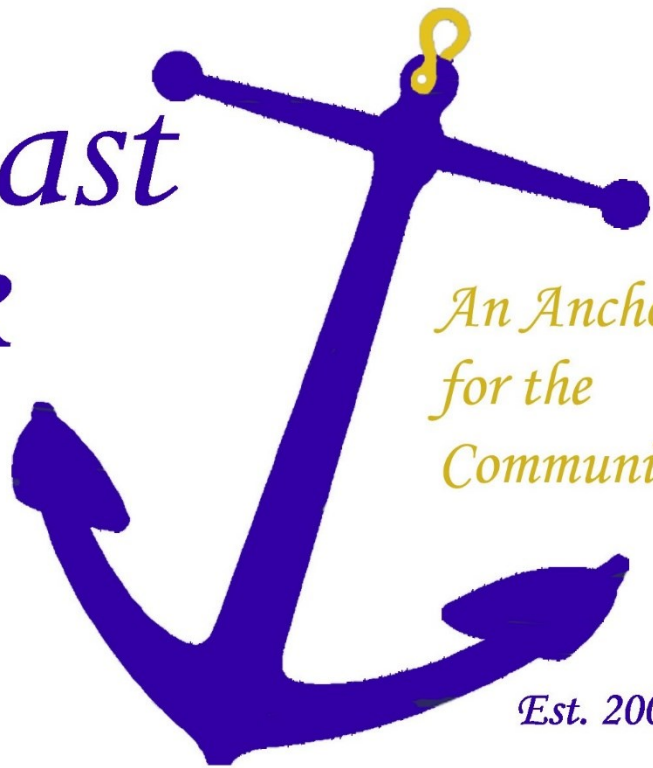
**Lubbock, TEXAS**



*Hosted by*

*North & East  
Lubbock*

*Community  
Development  
Corporation*



*An Anchor  
for the  
Community*

*Est. 2004*



## THE HOPEFUL NEIGHBORHOOD PROJECT®

**The Hopeful Neighborhood Project** helps you create the neighborhood you've always wanted.

We provide:

- Resources for celebrating neighboring holidays
- Online courses
- Individual neighborhood coaching
- In-person training through Neighborhood Labs
- Resources for connecting with your neighbors



[HOPEFULNEIGHBORHOOD.ORG](https://hopefulneighborhood.org)



# Thank You to Our Exhibitors & Partners



 Extension  
University of Missouri

#engagedneighbor  
extension.missouri.edu



## Griffin Mortuary Funeral Home & Chapel

*"When only memories remain, let them be beautiful ones."*



Family Helping Families

Hill Medical Associates  
L.L.P.



# Thank You to Our Exhibitors & Partners



To our sponsors, exhibitors, and volunteers,

We did it! NUSA 2024 was a success!

On behalf of our team North and East Lubbock Community Development, we extend a warm thank you for your generous support of Neighborhood USA 2024! I'm sure you know how much it means to our organization to collaborate with each of you. Without supporters like you, this event wouldn't be able to flourish.

Everyone at North and East Lubbock Community Development is grateful for your support because it allows the organization to give back to the community. We have a community outreach event planned for mid- June and an upcoming back to school event. We will be able to distribute food and school supplies to the residents in the community.

Thank you again for everything. Visit our website, [www.nelcdc.org](http://www.nelcdc.org) to learn about future events and more ways to get involved. You can also give us a call at 806.747.5937. You are now a part of North and East Lubbock Community Development family, so don't be shy!



# **NUSA 2024 CONFERENCE COMMITTEE**

**Conference Coordinator:**  
**Valorie Duvall**  
**Phone: (806)-577-3395**  
**Email: [valorieduvall\\_nelcdc@outlook.com](mailto:valorieduvall_nelcdc@outlook.com)**

**Venue Chair:**  
**Valorie Duvall**

**Event Planner:**  
**Henrietta Upshaw**

**Neighborhood Tours Chair:**  
**Camille McCoy & Mayela Guardiola**

**Registration Chair:**  
**Clarisa Hernandez**

**Volunteer Chair:**  
**Camille McCoy**

**Sponsorships / Finance Chair:**  
**Camille McCoy & Reshaunda Pinkard**

**Exhibits Chair:**  
**Reshaunda Pinkard**  
**Charity Reese**

**Workshops Chair:**  
**Valorie Duvall**



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President,  
Program Development Chair  
2nd term, exp. 10/24  
Awards, Resource Development  
Omaha, Nebraska



**DWIGHT PRIDGEON**  
Vice President,  
Resource Development Chair  
2nd term, exp. 10/2024  
Public Affairs  
Little Rock, Arkansas



**VALORIE DUVALL**  
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1st term, exp. 10/2025  
Awards Program, Public Affairs  
Lubbock, Texas



**CARRIE SNYDER**  
Assistant Secretary  
1st term, exp. 10/2025  
Membership Committee,  
Awards Program, Public Affairs  
Cuyahoga Falls, OH



**JOYCE COX**  
Treasurer, Public Affairs-Chair  
2nd 3-year term Exp. 10/2025  
Resource Development  
Memphis, Tennessee



**KENO WONG**  
Parliamentarian  
1st term, exp. 10/2025  
Board Development,  
Public Affairs, Bylaws & Rules  
Nassau, Bahamas



**REBA TAYLOR-HILL**  
Sergeant At Arms,  
Awards Program Co-Chair  
2nd term, exp. 10/2024  
Membership Committee  
Indianapolis, Indiana



**ELTON GATEWOOD**  
Program Development Co-Chair  
3rd 3-year term Exp. 10/2024  
Resource Development  
Fircrest, Washington



**PAUL GAMBILL**  
Bylaws & Rules Chair  
3rd 3-year term Exp. 10/2025  
Board Development,  
Resource Development,  
Erie, Pennsylvania





**ORLANDO ROBINSON, JR.**  
Membership  
3rd term, exp. 10/2026  
Bylaws & Awards Program  
Midfield, Alabama



**ELLEN SPENCER**  
Awards Program  
1st term, exp. 10/2025  
Membership, Board Development,  
Awards Program  
Birmingham, Alabama



**DEBBIE LIGHTBOURN**  
Board Development  
1st term, exp. 10/2025  
Awards Program  
Nassau, Bahamas



**HENRY NICKEL**  
Awards Program  
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Program Development  
San Bernardino, California



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Awards Program  
Columbia, South Carolina



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Bylaws & Rules  
Birmingham, Alabama



**TONY CURTIS OLDEN SR.**  
Bylaws & Rules Committee  
1st term, exp. 10/2025  
Board Development,  
Program Development  
Memphis, Tennessee



**JERI PRYOR**  
Administrative Assistant  
Ft. Lauderdale, Florida





December 11, 2023

Great things are always happening in Lubbock!

On behalf of the Lubbock City Council and the citizens of Lubbock, we cordially invite you to hold the 2024 Annual NUSA Conference in the Hub City. Backed by a tradition of proven hospitality and excellent facilities, Lubbock will be the perfect setting for your conference. It would be a privilege to be your host city, and we welcome this opportunity to provide you with a stimulating and productive atmosphere for your event.

Lubbock is proud of its history, heritage, and culture. We are the seventh most popular travel destination in Texas, and the latest figures show that over six and a half million visitors travel to our city each year. Lubbock has museums, wineries, art galleries, sporting events, recreational opportunities, golf, live music, great restaurants, retail shopping, and an average of 264 days of sunshine every year to enjoy these amenities. Lubbock has four excellent universities, including the Texas Tech Red Raiders, who provide an array of exciting local activities including Big 12 NCAA intercollegiate competition. Eighty percent of Texas grapes are grown around Lubbock, and the wine produced by our local English Newsom, Llano Estacado, Bolen, Pheasant Ridge, Burklee Hill and McPherson Wineries are among the finest in the nation. Buddy Holly is Lubbock's favorite son, and the Buddy Holly Center preserves the legacy of this legendary rock and roll pioneer while providing cultural programs and exhibitions for the public. The new Buddy Holly Hall of Performing Arts and Sciences provides visitors with weekly concerts and events in an exciting and unique atmosphere. We hope you visit Lubbock and have the opportunity to visit these, and many more of our places of interest that celebrate Lubbock's unique history and heritage.

Lubbock residents are among the friendliest in the world, and we are proud of our West Texas hospitality. We are committed to assisting you and ensuring that your event is a pleasurable and memorable occasion. It is our hope that you will give Lubbock your utmost consideration as you plan your next special event.

Sincerely,

Tray Payne  
Mayor

# Message From The NUSA President



NUSA Members and Friends,

On behalf of the NUSA 2024 Board of Directors, we are excited and thankful to have you joining us at the Neighborhoods, USA Conference in Lubbock, Texas! Creating Neighborhood Connections!!! There is more power in a community united than in a community divided. This year's theme focuses on the positive influential impact when diverse communities unite and join as allies.

As you enjoy this year's conference, we hope that you take the opportunity to connect with other conference attendees and discuss your recent lived experiences from the past couple of years. The NUSA Annual Conference is a time for neighborhood leaders and supporters to reconnect and share stories, initiatives, and trends changing our neighborhoods.

I've had the pleasure of being a part of NUSA since 2017. As a board member I am honored to represent Neighborhoods across the US, and Bahamas. The board members have been hard at work in making sure the world knows about NUSA and the work you all are doing in your neighborhoods. If you are interested in joining this great board. You can find more information on running for the board or hosting a conference on our website [nusa.org](http://nusa.org).

Additionally, we know that there's not enough time at the conference to boast about the fantastic things happening in your neighborhoods. If you'd like your neighborhood to be highlighted on our blog, please email [nusastorytime@nusa.org](mailto:nusastorytime@nusa.org) with your story. As we continue to uplift our neighborhoods any information on initiatives that bring neighbors together and build up communities is valuable to your fellow NUSA members.

There's a lot of work that goes behind hosting a conference and thank you to Team Lubbock for organizing the workshops, tours, and hospitality. Lastly to the NUSA Board, sponsors, and partners who worked together to bring the conference to life I thank you.

Welcome to Lubbock, Texas!  
Precious McKesson



# SOCIAL EVENTS

MCM Elegante Hotel  
801 Ave Q Lubbock, TX 79401

## MEET & GREET

Wednesday, May 22 - 6:00PM

NUSA 2024 attendees  
Welcome to Lubbock, TX!

Join us  
for appetizers and drinks at our opening  
event to reconnect with colleagues,  
hear from local leaders, and kickstart  
the "revitalizing" conversations with  
new neighbors!

## LUNCHEON

Friday, May 24 - 11:45 AM

Public recognition and showcasing  
appreciation for excellence are the  
focal points of the NOTY, in which  
neighborhood organizations across  
the United States are rewarded on a  
national stage for their innovative  
and collaborative accomplishments  
that are driven by community  
participation. Let's come together at  
the largest event of the conference to  
hear from our keynote speaker(s) and  
honor these admirable organizations  
for their great work!

## ALL WHITE AFFAIR

Friday, May 24 - 7:00PM

Come out and celebrate!  
Dance to the rhythm of the night in your whitest attire.

- \* Cash Bar
- \*Delicious Food
- \*Photo Booth
- \*Live Entertainment by Touch of Soul



# Guest Speakers

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## Lala Chavez

**“La voz del Pueblo” (the voice of the people).**

**Lubbock ISD Board of Trustees. Educator,  
Champion of Families, Committed Volunteer**

Lala Chavez, a dedicated advocate, and active member of the LISD school board, who represents District 1. She is committed to education and community welfare, which makes her an essential part of the Lubbock Independent School District leadership team.

Lala is devoted to making positive changes; ensuring that the students and families in District 1 receive the best educational experiences. She is a member of the Guadalupe neighborhood association, United Way, and other community organizations. Awarded the Inspiradora award from the Hispanic association of Women in 2021. Received Trustee of the year award from the Matthews Academy given by Dr. Raymond Falcon, and staff.



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## Wilson Bowling <sup>AICP</sup>

**Neighborhood Planner City of Lubbock**

Wilson Bowling is an Alabama native currently living in Texas. He graduated from Auburn University with a Bachelor’s in German Language and Literature, a Master’s in Public Administration, and a Master’s of Community Planning. He has served as the Neighborhood Planner for the City of Lubbock, Texas since 2021, where he was tasked with creating and implementing their Neighborhood Planning Program



# CONFERENCE AT-A-GLANCE

Wednesday, May 22, 2024

NUSA Board Meeting	Texas Tech Club	9:00 am-3:00 pm
Registration	Elegante Hotel	8:00 am-8:00 pm
Welcome Reception: NUSA & Mayor	Elegante Hotel: Petroleum Room	6:00 pm -8:00 pm

Thursday, May 23, 2024

<b>Hot Breakfast Buffet</b>	<b>Elegante Hotel</b>	<b>7:30am-9:00 am</b>
<b>Registration</b>	<b>Elegante Hotel</b>	<b>8:00 am-12:00 pm</b>
<b>Judging Presentation</b>	<b>Elegante Hotel</b>	<b>Heritage Rm</b>
<b>NUSA – Running for the NUSA Board</b>	<b>Civic Center:101</b>	<b>9:00 am-9:45am</b>
Neighboring Holidays: Catalyzing the Connections for Collective Action	Civic Center:102	9:45 am-11:00 am
Understanding & Connecting with Hispanic Communities	Civic Center:103	9:45 am-11:00 am
Balance That Checkbook! Funding Decisions Made w/ the Community	Civic Center:104	9:45 am-11:00 am
Beyond the Lois Lane Syndrome	Civic Center:105	9:45 am-11:00 am
Long Beach Homeless Court	Civic Center:106	9:45 am-11:00 am
It Takes a Village: The Scholars Rosehill Community Center-A Dream Come True	Civic Center:107	9:45 am-11:00 am
<b>Lunch: Taste of Lubbock Lunch on Your Own</b>	<b>Civic Center</b>	<b>11:15am-1:30pm</b>
Neighborhood Mission Trips	Civic Center:101	1:45 pm-3:00 pm
Building Safer & Healthier Communities: The Transformative Influence of Placemaking	Civic Center:102	1:45 pm-3:00 pm
Neighborhood Improvement Through Community Collaboration	Civic Center:103	1:45 pm-3:00 pm
Residents' Perspectives on the Implementation of the Greater Bond Neighborhood First Plan: The process, the Product & the Result	Civic Center:104	1:45 pm-3:00 pm
Creating Neighborhood Connections-Volunteers & Law Enforcement Working Together	Civic Center:105	1:45 pm-3:00 pm
Neighborhood Association Technology That Works: How Empowering Associations with Great Digital Services Can Bring Your Neighborhood to Life.	Civic Center:106	1:45 pm-3:00 pm
Neighborhood Navigators- How to Leverage Storytelling to Recognize Pride in Your Neighborhood	Civic Center:107	1:45 pm-3:00 pm
<b>Neighborhood Pride Tours</b>	<b>Dinner Provided</b>	<b>4:00 pm-7:00 pm</b>

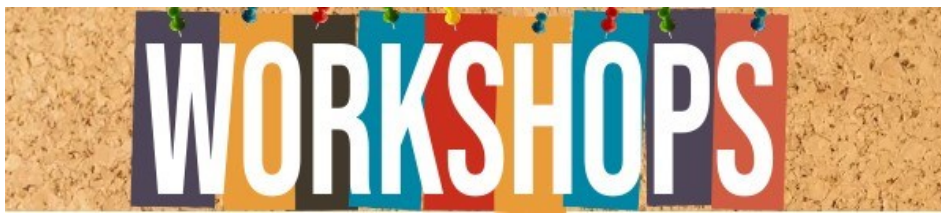
Friday, May 24, 2024

<b>Hot Breakfast Buffet</b>	<b>Elegante Hotel</b>	<b>7:30 am-9:00 am</b>
<b>Judging Presentation</b>	<b>Elegante Hotel</b>	<b>Heritage Rm</b>
Lending Your Faith Community to Love Where They Live: 5 Tips for Impacting Neighborhoods	Civic Center:101	9:45 am-11:00 am
French Community Engagement Fund- The Pros & Cons of Community Participation in the Development and Implementation of Grant Programs	Civic Center:102	9:45 am-11:00 am
Grant & Proposal Writing Made Simple	Civic Center:103	9:45 am-11:00 am
Empowering Youth Through Programming: "Nothing about me without me"	Civic Center:104	9:45 am-11:00 am
"The Challenges Ahead: Building Connections between the Community and Law Enforcement for Safe Neighborhoods in the 21st Century"	Civic Center:105	9:45 am-11:00 am
Neighbors in the Know: Lessons from sustaining a neighborhood advisory committee	Civic Center:106	9:45 am-11:00 am
<b>Voting NUSA Elections</b>	<b>CivicCenter:107</b>	<b>9:00 am-5:00 pm</b>
<b>Neighborhood of the Year Luncheon</b>	<b>Elegante Hotel</b>	<b>Petroleum Rm</b>
Rejuvenating A Neighborhood through Civic Empowerment & Multi-Generational Engagement	Civic Center:101	1:45 pm-3:00 pm
Conscious Barrio- Strengthening a Border Community through Art, Culture & Economic Development	Civic Center:102	1:45 pm-3:00 pm
Congregations as Connectors: A New Role for a New Time	Civic Center:103	1:45 pm-3:00 pm
Building Digital Bridges	Civic Center:104	1:45 pm-3:00 pm
Center Youth Voice: 5 Simple Activities	Civic Center:105	1:45 pm-3:00 pm
<b>Dinner on Your Own</b>		
<b>All White Affair</b>	<b>Elegante Hotel</b>	<b>7:00 pm-11:00 pm</b>

Saturday, May 25, 2024

Neighborhood Breakfast Awards	Elegante Hotel: Petroleum Room	8:30 am-10:30 am
General Membership Meeting	Elegante Hotel: Petroleum Room	11:00 am-1:00 pm
NUSA Board Meeting	Elegante Hotel: Petroleum Room	2:00 pm-4:00 pm

\*\*\*Vendors will be located @ the Civic Center rooms 108 & 109\*\*\*



#### **Thursday Rm 102 9:45 am -11:00 am**

##### **Neighboring Holidays: Catalyzing the Connections for Collective Action**

Neighboring holidays provide a new way to generate neighborhood well-being, starting with celebration and social connection. Join this panel with leading experts from The Hopeful Neighborhood Project, University of Missouri Extension, the City of Citrus Heights, and Community Works as we explore the power of celebrating Neighboring holidays and practical ways for your neighborhood to be a part of the movement.

**Jennifer Prophete St. Louis MO**

#### **Thursday Rm 103 9:45 am-11:00 am**

##### **Understanding and Connecting Hispanic Communities**

This presentation takes a deeper dive into the diversity within the Hispanic community to better understand and connect with them. The presentation covers their diverse background, culture, and taste in music and food. The presentation will cover social issues and struggles that many Hispanic communities face and how the role of a Hispanic liaison helps bridge gaps of communication and trust.

**Erika Escamilla Clearwater, FL**

#### **Thursday Rm 104 9:45 am-11:00 am**

##### **Balance That Checkbook! Funding Decisions Made with the Community**

This will be used to prepare the conference registration and program booklets: Facilitating residents' involvement in funding decisions has led to a different set of outcomes for neighborhoods participating in Tallahassee's Neighborhood First Planning process. Attending this workshop to learn how the City of Tallahassee, Florida, using a simple, yet effective tool and process, has facilitated residents' input on how the funding allocated to implement their Neighborhood First Plan should be spent.

**Jillian Driscoll & John E. Baker Tallahassee, FL**

#### **Thursday Rm 105 9:45 am-11:00 am**

##### **"Beyond the Lois Lane Syndrome"**

Lois Lane Syndrome is the dependency of neighborhoods on government to save them from the effects of chronic disinvestment. Birmingham United Neighborhoods, an organization representing eight urban neighborhoods, is challenging this narrative through its efforts to address blight and engage elected officials in collaborative solutions. This workshop explores the successes and challenges of moving beyond Lois Lane Syndrome.

**Ron Bayles Birmingham, AL**

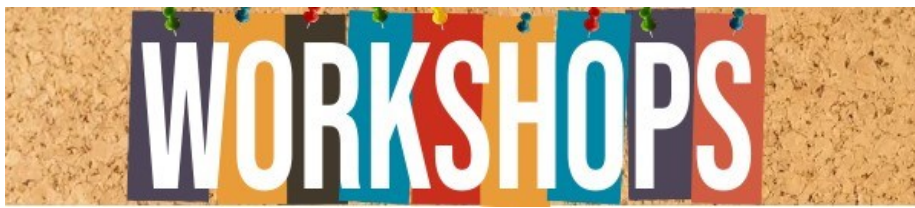
#### **Thursday Rm 106 9:45 am-11:00 am**

##### **Long Beach Homeless Court**

The Long Beach Homeless Court is a multi-sector, collaborative approach to promote public safety, break down legal barriers to housing and employment, reduce recidivism for repeat offenders, and connect people experiencing homelessness to housing, shelter, mental health services, substance use treatment and other supportive services.

**Gigi Zanganeh Long Beach, CA**





### **Thursday Rm 107 9:45 am-11:00 am**

#### **It Takes a Village: The Scholars Rosehill Community Center - a Dream Come True**

Seeing a need for greater impact for Texarkana's youth, The Scholars, Rosehill Neighborhood Improvement Association, and Village Communities of Texarkana, partnered to open The Scholars Rosehill Community Center to provide youth entrepreneurial programs as well as community programs for all ages.

**Rhonda Dolberry Texarkana, TX**

### **Thursday Rm 101 1:45 pm-3:00 pm**

#### **Neighborhood Mission Trips**

What would it look like to take a mission trip in your neighborhood? The phrase "mission trip" does not need to be reserved for outreach and ministry efforts that take you across your state, nation, or overseas. The potential exists for you to be on a mission in your neighborhood for a fraction of the cost but with a similar long-term impact for you, your neighborhood, and your congregation.

**David Burton Springfield, MO**

### **Thursday Rm 102 1:45 pm-3:00 pm**

#### **Building Safer and Healthier Communities: The Transformative Influence of Placemaking**

Join us for a panel discussion that will revolutionize your understanding of placemaking. As nontraditional placemaking experts will share groundbreaking research on place-based interventions you'll discover how simple, scalable solutions not only combat neighborhood disinvestment but also enhance health, safety, and leadership development. This workshop will share strategies implemented in Fort Wayne along with measurable outcomes.

**Rena Bradley City of Fort Wayne, IN**

### **Thursday Rm. 103 1:45 pm-3:00 pm**

#### **The Neighborhood Improvement through Community Collaboration**

Debria Andrews, a Hurricane Katrina survivor and Clark Commons resident in Flint, MI as of 2021, serves as a resident community coordinator with the CRIM Fitness Foundation, actively participating in the Choice Neighborhood Initiative (CNI). This engagement empowers residents by providing them a voice in shaping their community, as CNI strives to enhance housing, education, and economic opportunities through collaborative efforts and community-driven initiatives.

**Debria Andrews Flint, MI**



#### **Thursday Rm 104 1:45 pm-3:00 pm**

##### **Residents' Perspectives on the Implementation of the Greater Bond Neighborhood First Plan: The Process, the Product and the Results**

Description - should be 50-60 words maximum. This will be used to prepare the conference registration and program booklets. The Greater Bond Neighborhood First Plan was adopted by the neighborhood association and funded by the Tallahassee Community Redevelopment Agency in 2018. Four years into the implementation of the plan, an evaluation was conducted by the City's Neighborhood Affairs Division. The purpose of the evaluation was to determine the community's acceptance of implemented projects and to inform future funding decisions.

**Leann D. Watts Tallahassee, FL**

#### **Thursday Rm 105 1:45 pm-3:00 pm**

##### **Creating Neighborhood Connections - Volunteers & Law Enforcement Working Together**

Description: Vancouver Police Department's Neighbors on Watch (NOW) program is an effective collaboration between community members and Neighborhood Police Officers (NPOs). NPOs act as liaisons to our community and work closely with NOW on a multitude of projects. Together, they open doors to community-based policing. This workshop includes an overview of NOW with stories about their unique police partnership.

**Jordan Macfarlane Vancouver, WA**

#### **Thursday Rm 106 1:45 pm-3:00 pm**

##### **Neighborhood Association Technology That Works: How Empowering Associations with Great Digital Services Can Bring Your Neighborhood to Life.**

It was time to flip the script: In 2023, we created a new website solution, specifically designed for a neighborhood association. The result? We had more empowered volunteers, lower overall costs, better-served members, and increased engagement, both financially and physically at our events. We were having a lot of fun and making a big impact. Now we have been asking ourselves, how do we share this?

**Jesse J. Czech Green Bay, WI**

#### **Thursday Rm107 1:45 pm-3:00 pm**

##### **Neighborhood Navigators – How to Leverage Storytelling to Recognize Pride in Your Neighborhood.**

This will be used to prepare the conference registration and program booklets Staff from the City of Raleigh, NC will present on "Neighborhood Navigators" – a short-video series leveraging technology and social media that enhances neighborhood participation and promotes local pride by creating informative and visually appealing documentative style storytelling. This series showcases resident-led narrating of the unique attributes, neighborhoods, residents, and amenities that make diverse Raleigh neighborhoods special.

**Jayna Victor Raleigh, NC**



### **Friday Rm 101 9:45 am-11:00 am**

#### **Leading Your Faith Community to Love Where They Live: 5 Tips for Impacting Neighborhoods**

Faith Communities have played an important role in the fabric of communities in the United States throughout our history. However, their contributions haven't always been positive. We believe that can change. As a member of a faith community, you can help others to learn to love where they live and have a positive impact on the neighborhood. This session will teach you 5 Tips for doing just that.

**Jennifer Prophete St. Louis, MO**

### **Friday Rm 102 9:45 am-11:00 am**

#### **Frenchtown Community Engagement Fund – The Pros and Cons of Community Participation in the Development and Implementation of Grant Programs**

Community participation is key to successful program development, implementation, and resident buy-in. This case study dives into the pros and cons of community participation in the development and implementation of the Frenchtown Community Engagement Fund (CEF), a grant program under Tallahassee's Neighborhood First Planning process. Attending this workshop to learn about Tallahassee's experiences with using a resident-focus process to develop CEF.

**Jillian Driscoll & John E. Baker Tallahassee, FL**

### **Friday Rm 103 9:45 am-11:00 am**

#### **“Grant and Proposal Writing Made Simple”**

The workshop will provide an interactive, participatory, and hands-on approach to grant and proposal writing. It will offer simple and easy steps in preparing good proposals.

**Elton Gatewood Tacoma, WA**

### **Friday Rm 104 9:45 am-11:00 am**

#### **Empowering Youth Through Programming**

The purpose of this presentation is to highlight our mission, planning styles, and how we create change through empowering others. The presentation will be broken down into two parts:

- “Why we do what we do”, logic models, structure of programs/planning, personal youth testimonies, and opportunities/experiences we offer.
- Q & A with a community champion: Parks and Recreation Community Engagement Coordinator Wanda Cheeks

**Jasmine Patin Spartanburg, SC**





### Friday Rm 105 9:45 am-11:00 am

#### **“The Challenges Ahead: Building Connections between the Community and Law Enforcement for Safe Neighborhoods in the 21st Century”**

In the 21st Century law enforcement must focus on continual self-evaluation to effectively serve the communities that have given them their authority. This workshop will continue the needed vital discussions about how police departments form and deepen relationships with neighborhood groups and associations. In addition, it will share proven strategies for ensuring policing in the 21st Century is constitutional, upholds ethical standards, respects the rights of all people, and ensures public safety. With strained relationships today between the public and law enforcement what are some effective techniques, strategies, programs that could rebuild trust in the community?

**Brian Biery Pasadena, CA**

### Friday Rm 106 9:45 am-11:00 am

#### **Neighbors in the Know: Lessons from sustaining a neighborhood advisory committee.**

Drawing on lessons and best practices from Overland Park’s Neighborhood Executive Committee, Brenna, Alissa, and Colette will present on how to organize and sustain a Neighborhood Advisory Committee that not only provides networking and learning opportunities for resident leaders, but also allows for deeper interaction with city staff and elected officials, and greater engagement in the community as a whole.

**Alissa Workman Overland Park, KS**

### Friday Rm 101 1:45 pm-3:00 pm

#### **Rejuvenating A Neighborhood through Civic Empowerment and Multi-Generational Engagement.**

In response to the community’s call for change, the city is actively revitalizing the New Town Neighborhood. This involves establishing a neighborhood association, leading to the cleanup of an outdoor basketball court, creation of a community garden, and construction of a jogging trail. The result is a vibrant, multi-generational space, embodying neighborhood engagement, inclusivity, and positive transformation for the entire neighborhood.

**Vashil Fernandez & Maegan Price Texarkana, TX**

### Friday Rm 102 1:45 pm-3:00 pm

#### **Conscious Barrio- Strengthening a border community through art, culture, and economic development.**

Strengthening the community with arts, culture, and economic development will look at the challenges and opportunities that a historic neighborhood on the US/Mexico border faces as it deals with multiple challenges including declining housing stock, gentrification, and the immigration crisis.

**Oswaldo Velez El Paso, TX**



### **Friday Rm 103 1:45 pm-3:00 pm**

#### **Congregations as Connectors: A New Role for a New Time**

Congregations are a vital resource for community development, but their role must adapt to ongoing cultural changes. This workshop will explore the wide range of assets that congregations provide and how to best leverage these in neighborhoods. A practical framework with next steps will be shared to help you unlock the full potential of congregations for neighborhood flourishing.

**Megan Ginn Zeeland, Michigan**

### **Friday Rm 104 1:45 pm-3:00 pm**

#### **Building Digital Bridges**

The workshop will outline and review a digital training initiative addressing the digital divide experienced by economically disadvantaged communities. The initiative focuses on providing training and equipment to residents in targeted census tract areas. We share some insight regarding the coordination of the recruitment process through the device distribution.

**Gregory Hairston Winston-Salem, NC**

### **Friday Rm 105 1:45 pm-3:00 pm**

#### **Center Youth Voice: 5 Simple Activities**

To encourage young people to share their passion requires us to appreciate and acknowledge the unique facets of their lived experiences and identities. This interactive workshop will explore intentional ways to share power with youth and create space for their creative ideas.

**Daniel Hatcher- Washington DC**

# Neighborhood Pride Tours

## Canyon Lakes:

The Canyon Lakes in Lubbock are a hidden gem within the city, offering scenic beauty and recreational opportunities. These lakes are a series of narrow bodies of water formed by small dams constructed by Lubbock. They lie within Mackenzie Park and are part of the Yellow House Canyon system. Approximately 55% of the city's public parkland is along the Canyon Lakes System, including Mackenzie Park. Lubbock aims to tap into this potential by connecting all the Canyon Lakes with



pedestrian and bike trails. The city envisions creating one of Texas's larger linear trail systems, stretching from the top of the lake system down to Buffalo Springs Lake. Lubbock's vision includes enhancing existing areas like Mackenzie Park, the Buddy Holly Recreation Area, and spots around the Dunbar Historical Lake Park.

## Dunbar-Manhattan Heights:

The old saying, “don’t judge a book by its cover” is a true statement when referring to the Dunbar-Manhattan Heights neighborhood. These homes reveal their true character after living in them for multiple years. They contain a mixture of occupational and cultural groups. This neighborhood is unique and important in many ways. From the elementary and middle school that most neighborhood kids attended to the Ted Phea Boys and Girls Club



where they engaged in afterschool activities, the locally owned restaurant and lounge and the historical baseball field where many grew up learning and watching this sport. We can't forget about the traditional Baptist churches in the community that have prayed for many of the citizens of Lubbock.



# Neighborhood Pride Tours

## Estacado High School:

Estacado High School, located at 1504 E. Itasca Ave, opened in the fall of 1967. It was named for the early South Plains community of Estacado, which was located east of Lubbock on the Lubbock-Crosby county line. Estacado was composed primarily of Quaker settlers. These farmers traveled from Indiana and began arriving in the area in 1879. The community was credited with the first school, first church, first hotel, and first post office in the county. The name, Estacado, is derived from the Spaniards' designation of the area as the Llano Estacado, or Land of the Staked Plains.



The high school was designed for 1,600 students and total cost for the facility was \$3.8 million. In addition to the traditional classrooms, the school originally contained a vocational wing with labs and shops for agriculture business, business practice, electronic trades, sheet metal and metal working trades, cabinetry and millwork trades, and automobile body works. The vocational classes were eventually relocated to the ATC facility for access by students from all LISD high school campuses. The medical magnet program was added in the early 1990s. An engineering magnet was piloted at Estacado, and the criminal justice magnet was added in 2007. Lubbock Independent School District, Estacado High School and Texas Tech University partnered in 2016 to form Estacado Early College High School.

## King's Dominion:

The King's Dominion subdivision, across from Estacado High School, is the only new subdivision in East Lubbock since 1954. King's Dominion is a single-family, 1-story 1300 square foot minimum home with 3 bedrooms, 2 baths, and a car garage. To date, the subdivision has successfully constructed over 50 and counting affordable homes for families. The housing counseling and referral partners programs, along with down payment and closing cost assistance, are designed to facilitate housing development in North & East Lubbock.



# Neighborhood Pride Tours

## Guadalupe Neighborhood:

Guadalupe is a suburban neighborhood located in Lubbock, TX. Most of the real estate is primarily made up of small to medium sized single-family homes. The residences in the Guadalupe Neighborhood were built between 1940 and 1969 and again between 1970 and 1999.

In 1970, an F-5 tornado passed through Lubbock, affecting the Guadalupe Neighborhood.

The neighborhood suffered tragic loss of life and hundreds of homes were leveled due to the

destruction of the storm. The Guadalupe Neighborhood was comprised mostly of farmworkers and their extended families. The defining moment came when founder, Richard Lopez, merged with neighborhood residents and spearheaded the reconstruction efforts. Together, they began the arduous task of reconstructing hundreds of homes one at a time. The reconstruction was organized to ensure that neighborhood growth would improve to meet future efforts to stabilize families and small business entrepreneurs. The reconstruction efforts were catapulted in 1987 when Guadalupe Economic Services Corporation received its nonprofit status and became eligible to apply for federal funding. By 1998 the City of Lubbock declared the neighborhood a success and discontinued CDBG funding for distressed communities. The U.S. Department of Housing and Urban Development would later adopt the reconstruction model as a best practice for the United States. The Guadalupe Neighborhood has more Mexican ancestry people living in it than nearly any neighborhood in America; 55% of the residents have Mexican ancestry.





Because of the city's role as an important center for economic activity, education, and the medical industry, Lubbock is affectionately known by the locals as Hub City, and this wealth overhistory has turned into a wealth of greatthings to do.



Lubbock hosts the biggest free festival in Texas every Independence Day – Fourth of July . It was also the birthplace and home of rock n roll legend Buddy Holly, a fact that the city is quite proud of.

But Lubbock is also proud of its history in other areas. Agriculture, World War II, and African American history all have museums or cultural centers here, and they are all well worth a visit.

Fun fact: Lubbock has the most music venues per capita of any city in Texas. So, you won't ever really be short of entertainment in the evenings. Here's a list of amazing things to do in Lubbock, TX. We've tried to include a range of activities for all interests.

### **Visit a vintage theater, for a classic night out**

The Cactus Theater is described as the hidden gem of Lubbock, at least, in terms of entertainment. It's a funny description because it's been there since 1938! Today, the theater is a home for drama and dance productions, touring musical acts and more. And that old-timey vibe is still seeping through the floorboards.

### **Get a taste for the Great Outdoors of Texas**

Buffalo Springs Lake is everything you might want from a comfortable GreatOutdoors adventure, even if only for a day.

### **Discover the story of WWII Gliders**

Back during World War II, gliders were used to transport troops and supplies. The Silent Wings Museum is an awesome tribute to these amazing air vehicles, with a focus on the program that created and developed them. The museum is housed in the former tower and terminal building of Lubbock's airport during the 1950s, and 1960s.

### **Get out to the ranch, y'all**

Located in the Texas Tech campus, The National Ranching Heritage Center is a place that's been frozen in time – in 19th Century America, to be exact.

### **Celebrate the achievements of the African-American Community**

The Caviel Museum of African-American History is just one of the projects hosted by the Lubbock Roots Historical Arts Council. It's housed in a building that has its own legacy for the African American community – Alfred and Billie Caviel ran a pharmacy here. They were the first African Americans to own their own pharmacy.

### **Remember a Rock N' Roll Icon**

One of America's most beloved icons of rock 'n roll was born in Lubbock. The Buddy Holly Center is noted for containing the famous Fender Stratocaster recovered from the airplane crash that took his life. Also on display are his iconic horn-rimmed glasses, which also survived the crash, and other personal items, guitars, and paraphernalia.



**Cactus Theater Inc**  
**Address: 1812 Buddy Holly Ave, Lubbock, TX 79401**  
**Hours: 3–5:30PM**  
**Phone: (806) 762-3233**



**Buffalo Springs Lake**  
**Address: 9999 High Meadow Rd, Buffalo Springs, TX 79404**  
**Hours: Open 24 hours**  
**Phone: (806) 747-3353**

**Silent Wings Museum**  
**6202 N Interstate 27 Ste 2, Lubbock, TX 79403**  
**Address: Lubbock, TX 79403**  
**Hours: 10AM–5PM**  
**Phone: (806) 775-3049**

**National Ranching Heritage Center**  
**Address: 3121 4th St, Lubbock, TX 79409**  
**Phone: (806) 742-0498**  
**Hours: 10AM–5PM**

**Lubbock Roots Historical Arts Council**  
**Address: 1719 Avenue A, Lubbock, TX 79401**  
**Phone: (806) 787-0726**

**Buddy Holly Center**  
**Address: 1801 Crickets Ave, Lubbock, TX 79401**  
**Hours: 10AM–5PM**  
**Phone: (806) 775-3560**



# NUSA Board Nominees



## Deanna O'Malley, Texarkana, AR

For the past 15 years, I've been fortunate to be part of such a meaningful effort. I've had the pleasure of meeting dedicated volunteers and community members who truly want to make a difference. The friends I've made at NUSA have taught me how to raise money for programs I am passionate about, facilitate meetings and community events, and understand how valuable sharing resources is to those who need them most. NUSA has taught me how to truly make a difference in my communities and those I serve. If chosen to serve on the board again, I would bring that same passion, enthusiasm, and desire that has been modeled to me. I would strive to make NUSA conferences even more valuable and impactful for members.

## Precious McKesson, Omaha, NE



My passion for neighborhoods started at an early age while living in low-income housing as a little girl wanting to make them safe. I have been a member of NUSA since 2017. I was the volunteer coordinator for the NUSA Conference in Omaha and became a board member in 2018 at the NUSA Birmingham Conference serving in a leadership role my first year. I've led the awards committee for the last 3 years, and I've been the board president for the past two years.

Leading NUSA has been an honor and being able to represent neighborhoods across the nation has been rewarding. I look forward to continuing the work with NUSA by uplifting the mission and amplifying neighborhoods.

## Dwight Pridgeon Little Rock, AR



I have been involved with Neighborhood USA (NUSA) since 2008, when I attended my first conference in Hampton, Virginia and have missed only one. I decided to run for the NUSA Board of Directors at the 2018 conference in Birmingham, Alabama. I like to continue my dedicated commitment to neighborhoods/residential involvement, youth engagement, and especially justice impacted individuals that are seeking a second chance in life. I would like to continue to be a great asset to the organization. I'm welcoming toward all people and engage all ages including underserved and disconnected young people. I'm currently the Vice President of NUSA executive committee, and Chair of our Resource Committee, and I like to continue these efforts to improve the mission statement of our GREAT organization. That's why I'm asking for your vote to return to NUSA Board of Directors. We have got MORE work to do.

# NUSA Board Nominees



## Lindsey Pinkston- Issaquah, WA



I have always believed passionately in the power of community. Our neighborhoods are at the heart of the connections that have power to heal, build resilience, celebrate our cultures, and empower future generations. I serve as executive director of Highlands Council, a community building non-profit in Issaquah WA, where I plan events, engage volunteers, manage communications, write grant applications, mentor a youth board, and advocate for the community. When I attended my first NUSA conference a few years ago, I felt like "I found my people." I have valued the opportunity to share programs (bringing home seven awards on behalf of my community) and learn from all of you. I would be honored to serve on the NUSA board supporting neighborhoods, local governments, and organizations!

## Reba Taylor Hill Indianapolis, IN



I bring my experience of promoting and working with neighborhood organizations. My love of working in neighborhoods coincides with the work of the NUSA Board since 2018 and the NUSA Organization to help them succeed and flourish in their initiatives by highlighting the work that neighborhoods are doing. I currently serve on the NUSA Exec Board and Co-Chair the Awards Committee

## Rene Aguilera, Roseville, CA



As a Spanish-speaking native Chicano born and raised in my hometown of Roseville in Northern California, I will add to the regional balance and equitable representation of Hispanics as an experienced Neighborhood Board Member.

## Robert Mike, Syracuse, NY



I would be an asset to the board because I am dedicated to improving the community that I live in. I adapt to change quicker than most and am not afraid to ask for help. I believe that to lift someone up you must get down there with them, accept them for who and where they are and not where you want them to be. We all have come from somewhere and have a story to tell. If you happen to fall, try to land on your back: if you can look up, you can get up.





# Community Clean Up Day

We are thrilled to announce our partnership with the City of Lubbock and NELCDC for our inaugural kickoff event.

When: Thursday May 23, 2024

Time: 4:30pm-6:30pm

Location: 3107 23rd St. Lubbock, TX 79410

Roll off Dumpster will be provided for trash collection























*Reflecting on the miles  
we've traveled over the years,  
it's been a remarkable journey.*

*Where will our next destination  
be in 2025,  
as we celebrate our*

**50<sup>TH</sup>**

*Annual Conference?*

