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Published by the City of Knoxville's Office of Neighborhoods, we report news important to Knoxville's residential neighborhoods. Include your neighborhood-related event or meeting in this space. Call 215-3232. News deadline: 12 noon on Fridays.

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1. KPD's Eric Parks Named Officer Liaison of the Year

The City's Office of Neighborhoods has announced Officer Eric Parks as the recipient of the inaugural Officer Liaison of the Year Award.

Parks was nominated by the Norwood neighborhood, who emphasized Parks' regular attendance of Neighborhood Watch and Norwood Homeowners meetings, his willingness to answer calls and respond to questions even when he is off duty, and his overall dedication to the community and its residents.

"KPD is lucky to have this officer who goes beyond the call of duty," one neighbor wrote in his nomination form.

Officer Liaison of the Year Finalists included:

- Officer Jonathon Clabough, Vestal Community Organization
- Officer Adam Barnett, South Haven Neighborhood Association
- Officer Stephen Mercado, Cold Springs Neighborhood Watch
- Officer Tyler Wiggins, Lindbergh Forest Neighborhood Association

The Office of Neighborhoods initiated the award to recognize the efforts of police officers and the neighborhood groups who work together to keep neighbors informed, safe, and engaged in activities that strengthen communities.

“Officer Liaisons like Officer Parks are integral to neighborhoods,” said Office of Neighborhoods Coordinator Debbie Sharp. “We’re pleased to shine a positive light on Officer Parks’ dedication to Norwood neighbors and their efforts to work closely with law enforcement to make their neighborhoods as safe and enjoyable as they can be.”

The Office of Neighborhoods accepted nominations between July 23 and Sept. 16 and plans to give out the award annually as a way to recognize KPD Officer Liaisons. Officer Parks will be recognized with a proclamation at Norwood’s National Night Out celebration on Oct. 1.

For additional information on the Office of Neighborhoods, visit KnoxvilleTN.gov/Neighborhoods.

2. Fourth and Gill to Celebrate Birdhouse Porch Restoration

Historic Fourth and Gill Neighborhood Organization will celebrate the porch restoration of the Fourth and Gill Neighborhood Center -- also known as the Birdhouse - with a ribbon cutting on Friday, Oct. 4, from 4-5 p.m. at 800 N. 4th Ave.

More than 100 Fourth and Gill residents, Parkridge residents, Birdhouse supporters, and Knoxville residents donated \$13,000 for the project. The City of Knoxville provided two-thirds of the cost of the project through the Historic Preservation grant.

Mayor Madeline Rogero and Councilmember Lauren Rider will be leading off the celebration with an informal reception to follow. All are welcome to attend.

For more, visit the [Facebook page](#).

3. National Night Out 2019 is Next Week

With fall approaching and cooler temperatures on the horizon, neighborhoods gear up for chili cook-offs, community cook-outs, and National Night Out!

National Night Out (NNO) is a fun way for neighborhoods to get together and celebrate community unity, community-police relationships, and promote neighborhood safety. A national event, NNO encourages neighborhoods across America to host a fun evening, invite local law enforcement, and spend time fostering positive community-police engagement. Each year, neighborhoods across Knoxville celebrate NNO on the first Tuesday in October which is Oct. 1 this year.

With 35 neighborhoods celebrating NNO in 2018, the Office of Neighborhoods decided to mix things up this year and institute a new NNO Neighborhood contest. The contest will include three winning categories:

- Most interesting theme (take a photo that shows the theme in its glory)
- Most people (take a photo and give a count)
- Most creative activity (take a photo of the activity in action with a description)

If you would like to register for the contest, email Eden Slater at eslater@knoxvilletn.gov AND Officer John Morgan at jmorgan@knoxvilletn.gov with the following information:

- Date
- Time
- Location
- Contact Person
- Contact Person's Email
- Type of activity (i.e. Chili Cook-off, Porch lights only, Pot Luck, etc.)

When you register your event, you will receive two yard signs to help guide people to your event! On the day of the event, please take pictures—the camera on your phone is fine—and send them to us. You can register your event by Monday, September 30th.

We would also like to congratulate Officer Eric Parks for winning the first-ever Officer of the year Award. See the article above for more information.

For more information on the National Night Out Challenge or to register your event and get your signs, contact Eden Slater at eslater@knoxvilletn.gov or call 215-3232.

4. Learn New Process For Engaging Neighbors

This year, Eden Slater and Bailey Walker went to the Regional Neighborhood and Networking Conference on September 19-21 in Fort Wayne, Indiana. They share some of the lessons learned below:

Bailey, the Office of Neighborhoods AmeriCorps VISTA member, attended the workshop called “StoryBranding” and shares the following notes:

How do you encourage more people to engage with your neighborhood?

“StoryBranding,” is a marketing technique that is easily applied to your neighborhood. The idea is simple: people will engage with your neighborhood when they connect with the story it tells. The StoryBrand framework resembles that of a movie or novel. Below is the step by step process, visualized [here](#).

CHARACTER: The main character in this story is not your neighborhood—it’s the person with which you want to engage. Imagine yourself in their shoes. What do they want or need? Are they looking for a community-oriented place to live? Do they want to feel like an important part of their neighborhood?

CONFLICT: People will engage with you to solve their external and internal problems. For example, a family’s external problem might be that they need somewhere to live, and the internal problem is how that makes them feel. Or, maybe they already live in your neighborhood, but they don’t feel like they have much time to offer your organization and that makes them feel disconnected from their neighbors. It takes getting to know your neighbors.

MEETS A GUIDE: This is when you join the story as the guide that might have answers to help with the character’s problem. The guide must both express empathy towards the character’s problems and demonstrate the knowhow to address their problems.

THE PLAN: Offer them an easy, step-by-step plan to move forward. This plan must address the external and internal problems of the character.

CALL TO ACTION: Don't stop after offering a plan. You must clearly call people to action, or they might not act. For example: You could say, "Our next neighborhood meeting is tomorrow at 7p.m. Why don't you come check it out and see what you think?"

FAILURE: If there are no consequences for not engaging with you, there's no reason to work with you. What would be the negative impact of not joining your organization?

SUCCESS: The character wants to see a vision of what their lives could look like if they engage.

Working through the steps of this branding strategy can help your organization create a clear mission statement. Consistent messaging will help people better understand your organization make them feel more confident about joining!

If you would like a template for this method, you can create a free account at StoryBrand's [website](#).

5. OON Staff Learns Creative Placemaking Ideas

Eden Slater attended a workshop on "Big Impact/Small Budget: Creative Placemaking" at the Regional Neighborhood and Networking Conference in Fort Wayne, Indiana. Below is some of her feedback from the conference:

The conference was a fun opportunity to meet with neighborhood coordinators, community development staff, neighborhood leaders, and nonprofit partners from other similar-sized cities across our region. OON staff had the opportunity to attend workshops, collaborate, experience, and glean innovative ideas from other cities working to fight the same issues we face here in Knoxville. Staff came back, energized, and excited to try some new, creative things in our neighborhoods.

Of the many workshops and speakers at the event, the "Big Impact/Small Budget: Creative Placemaking" workshop could be particularly useful for Knoxville neighborhoods. The workshop focused on creative ways to revitalize neighborhood areas on a small budget, deterring crime and creating places where people want to gather. Here are some takeaways on how to create "place" in your community:

Use buildings as assets. Many neighborhoods are home to numerous churches. Churches do not have to be solely for worship or used only on Sundays. Why not open up the church one evening a week, on a Saturday afternoon, etc., and encourage people to come enjoy the space? Churches can be places to sit and read, enjoy a craft, just be, or gather with friends. Utilize the buildings in your area to address community needs.

Focus on "Asset Based Community Development." Look at what you have to work with in your neighborhood. Are there ways to make it pretty? How can you turn an undesirable fence into a beautiful art piece? How can you turn that vacant lot into a park? Think outside the box to create vibrant, active spaces. For example, an arts

center in Ft. Wayne gathered free fake flowers from funeral homes and other sources. They used the fake flowers to decorate an undesirable fence surrounding their property. Now, the “flower wall” is a beautiful place people from across the city visit to take pictures in front of. Check out the flower wall, [here](#).

Start with the right intention. So often people say, “I want to do this,” but they don’t have a why. Think about: what, who, and why, you want to do something in your neighborhood. What will this project bring to the neighborhood? Work with the community, be inclusive, and focus on why this project is good for your community. Use your project to address an issue and create a solution the whole neighborhood can enjoy.

Follow these steps for “low cost, big idea” projects:

- Make visible change: focus on ways to show streets aren’t just for cars, vacant lots can be places to gather, etc. (Be sure to ask the owner, first.)
- Pay it forward: give your time and take time to listen and help others in your community. This helps build partnerships and friendships that help in the future.
- Get people to buy in: create a project that can be renewed and repeated.
- Create ideas that offer “multiple bangs for your buck.”
- Find ways to include everyone.
- Create an action planning process that can go on for years.
- Work with partners in your community.
- Encourage an interactive approach.
- Don’t be afraid to fail: we learn from failure and create success from there.

For more information on the Regional National Neighborhood Conference, visit their [website](#). To learn more about the creative placemaking workshop or to discuss with other innovative ideas from the conference with Eden, call the OON at 215-3232 or e-mail eslater@knoxvilletn.gov.

6. Save Our Sons Hosts Community Resource Fair

The City of Knoxville [Save Our Sons](#) (SOS) will host a community resource fair, providing Knoxville residents with troubled pasts the tools to succeed into a bright future.

On Saturday, Sept. 28, from 10 a.m. to 3 p.m., SOS and numerous community partners will gather at Honey Rock Victorious Church Event Center, 4113 Holston Dr., to address unmet needs and remove barriers for residents looking to move their lives in a positive direction. Any residents, who struggle to find employment due to a criminal record, lack of state ID, or other barriers, are encouraged to attend.

UT College of Law and the Knox County Public Defender’s Office will conduct expungement screenings to help participants determine potential removable offenses. The Tennessee Department of Safety Mobile Unit will be on site to assist with driver’s license reinstatements, renewals, and Real IDs. Additionally, participants will have the opportunity to receive free NARCAN training, gather information from the Job Corps, collect material from the Family Justice Center, and much more. For a full list available resources, check out the [Community Resource Fair Face Book Event](#).

SOS is an initiative working through citywide partnerships to create a strong, safe, healthy, and hopeful community. SOS works with community partners to reduce violence and change the narrative for black males and boys, reducing violence, securing opportunities, and building up those who live in marginalized and underserved communities.

To learn more about the SOS initiative, check out the [SOS Road Map](#). Please direct any comments, questions, or feedback, to Kevin Perry at (865) 215-2589 or kperry@knoxvilletn.gov; or to Tatia Harris at (865) 215-2831 or tharris@knoxvilletn.gov.

7. Better Building Board and Public Officer Hearing Meet This Week

The Better Building Board meets the last Thursday of each month, at 3:30 p.m. in the Small Assembly Room of the City County Building unless otherwise noted. The Sept. 26 meeting is cancelled as there was no business brought before the board.

The Public Officer Hearings are held the next day (Friday) after the Better Building Board meeting at 9:30 a.m. in the Small Assembly Room of the City County Building unless otherwise noted.

The next meeting is this Friday, Sept. 27, and there are 12 properties on the agenda. They are: 148 Atlantic Ave., 800 Belleaire Ave., 7543 Chatham Cir., 1904 Dutch Valley Dr. – units #11 and #12, 2524 Fair Dr. – including the accessory structure, 2305 East Glenwood Ave., 2513 East Glenwood Ave. – confirmation of emergency repair/demolition order, 2325 Jefferson Ave., 2539 Jefferson Ave., 944 Maryland Ave. – including the accessory structure, 7008 Middlebrook Pike – including accessory structures – confirmation of emergency repair/demolition order, and 5910 Woodburn Dr., - including accessory structure.

Neighbors who have knowledge of these properties might want to attend and speak.

For more, you can see the [agenda](#) online.

8. Knoxville Neighborhoods Calendar (click link for online calendar)

Call 215-3232 to include your neighborhood event or meeting in [this Google calendar](#).

If you are a person with a disability who requires an accommodation to attend a City of Knoxville public meeting, please contact Stephanie Brewer Cook at scCook@knoxvilletn.gov or 215-2034 no less than 72 hours before the meeting you wish to attend. For an English interpreter, contact Title VI Coordinator Tatia M. Harris at 215-2831.

Other Calendars

Additional online calendars that cover events outside the neighborhood realm include:

- [Arts & Culture Alliance](#) (There's More to Knoxville)
- [Arts & Fine Crafts Center Classes](#) (City of Knoxville)
- [City of Knoxville General Calendar](#)
- [Parks and Rec Community Programming](#)

About This Newsletter

- ** This Advisory is produced on most Tuesdays of the year.*
- ** Ideas and contributions are welcome. We reserve the right to edit submissions.*
- ** Deadline for news & calendar items: 5 p.m. Mondays*
- ** May be copied and forwarded via neighborhood email lists and newsletters.*
- ** See past issues at our website: <http://www.knoxvilletn.gov/neighborhoods>*
- ** Don't have internet access? Call 215-4382 if you need a copy of a particular document.*