

SCHEDULE

8:30 a.m. - 9:00 a.m.

Registration/Continental Breakfast

9:00 a.m. - 10:15 a.m.

Plenary Session

10:15 a.m. - 10:30 a.m. — Break

10:30 a.m. - 12:00 p.m.

Workshop Session I

- 1A. Transforming Vacant Buildings — 25 SQ Public Art Initiative
- 1B. Connecting the Community through Art
- 1C. Murals Making
- 1D. From Blight to Beauty — Sculpture Gardens
- 1E. Bringing Ideas to Life — Create Memphis
- 1F. Connect with MLGW

12:00 p.m. - 1:30 p.m. — Lunch

1:30 p.m. - 3:00 p.m.

Workshop Session II

- 2A. Cutting Utility Costs
- 2B. Funding Your Project
- 2C. Blogging
- 2D. Preparing for an Emergency



Cost is \$10 per person and includes a continental breakfast and buffet lunch.

Register at:
www.mlgw.com/neighborhoodleader,
by mail or by calling (901)528-4820.

Registration deadline is July 25.

2014 Neighborhood Leaders Conference

*Transforming Neighborhoods
Through the Arts*



Friday, August 1, 2014
Joyce M. Blackmon Training Center
4949 Raleigh-LaGrange Road

Register at:
www.mlgw.com/neighborhoodleader



Memphis Light, Gas and Water Division

Transforming Neighborhoods Through the Arts

Plenary Session: 9:00 a.m. - 10:15 a.m.

Memphis Government 101

Learn more about the City budgeting process in this session where City of Memphis Chief Administrative Officer George Little and Finance Director Brian Collins guide attendees through how the City of Memphis government is organized, how services and infrastructure are provided and paid for, as well as, the City's current strategic priorities.



Session I: 10:30 a.m. - 12:00 p.m.

1A. Transforming Vacant Buildings—25 SQ

25 SQ Public Art Initiative is a partnership created to engage community residents while working with artists to transform vacant buildings and lots. Learn how through 25 SQ, artists work with volunteers so small, low-budget projects yield high-impact public art projects that transform and celebrate communities.

1B. Connecting the Community through Art

Learn how these neighborhoods are using art to promote themselves. Art transforms the physical environment, as well as, engages the soul and the community. Discover how communities are using arts such as spoken word to inspire youth to be advocate for community change and dance and art walks as a catalyst to attract visitors to support area businesses.

1C. Murals Making


Murals not only beautify, but they can aid in shaping a neighborhood's identity. This session aims to

provide participants information in identifying a feasible mural site, obtaining property owner permission, selecting mural materials and methods to transfer the mural design to the mural surface.





1D. From Blight to Beauty—Sculpture Gardens

You hold the power to transform your neighborhood. That vacant lot in your neighborhood could go from blight to beauty with a little TLC — Tender Loving Creativity! Experience how artists are engaging neighborhood youth in transforming vacant residential lots into sculpture gardens.

1E. Bringing Ideas to Life—Create Memphis

 What happens when you connect people with ideas? You Create Memphis!! Livable Memphis and IOBY (a crowd resourcing platform) have joined forces in providing a platform for your ideas called Create Memphis. Come learn how through Create Memphis, you can gain the awareness, donations and volunteers for your ideas and bring them to life.


1F. Connect With MLGW

With just a swipe of a finger or touch of a     button, you can connect with MLGW through social media, the internet, cell phone apps, text alerts and interactive telephone menus. Discover how you can do everything from getting updated on a power outage to making a payment arrangement to learning about your energy usage using technology. (Requires basic Internet skills and valid e-mail address, and preferably a smart phone.)

Session II: 1:30 p.m. - 3:00 p.m.

2A. Cutting Utility Costs

You will have the knowledge and tools to reduce your utility usage and bill after attending this

EnergySmart workshop on do-it-yourself energy-efficient home improvements. Participants in this workshop will receive a free energy-saving kit. 


2B. Funding Your Project

Looking for funding for a community project? Don't depend on traditional sources such as government and foundation grants. In Memphis and across the country, people are using crowd-sourcing (obtaining resources from a large group of people, especially from an online community.) Hear from locals who have led successful campaigns, learn the Do's and Don'ts of crowdsource funding and how to select a crowdsource platform.

2C. Blogging

 If you have been looking for a simple way to share information about your neighborhood on the Internet and get neighborhood opinions, this is it. In this session, you will get all the information you need to set up and update a neighborhood blog. (Requires basic Internet skills and valid e-mail address.)

2D. Preparing for an Emergency

 How are your neighbors, your community, and your family prepared to face an emergency or disaster? Ready Shelby is a program focused on preparing the citizens of Shelby County to face the first 72 hours of an emergency on their own. The success of Ready Shelby has been based on a multi-pronged community approach: Ready Neighbors – using organized neighborhood associations, Ready Faithful – engaging the faith based community, and Effective Marketing – using print, electronic, and specialized media. Learn how this FEMA recognized, National Award winning program can help your community.