*For discussion at 3/21/14 THC board meeting.* ***Salient board questions/decision points in bold blue.***

**Values**

Derived and distilled from our initial visioning session 1/24/14 at TAB, we believe in:

*Honoring diverse cultural heritage*

*Strong neighborhoods*

*Collaborations and unity of purpose*

**Mission**

Mission is the never-changing basis of our work, which is rooted in our Values and embodied by our Vision. **Rabbi Dennis’ succinct thought from our 2/20/14 meeting at Katz, Sapper, Miller is offered as the basis for our mission statement.**

"*The restored Temple will become integral to our neighborhood and city as a place to remember, learn, educate, connect, convene, host and welcome, serving as an inclusive center and model of inspired citizenship to our diverse Indianapolis community."*

**Vision**

Vision, like focus, may change over time as we seek to always stay relevant to the communities we serve, striving to set and reach new goals with our collaborators. Inherent in our Vision, we must:

*Do good: deliver on the promise of our mission.*

*Do well: balance the bottom line, be sustainable, relevant and always innovative, always reading the pulse of our communities and attending to the "Matters at Hand."*

For the purpose of focusing our outreach, **we may choose to take stabilization of the Temple as a “given” even though we are still in the midst of fundraising** to fund the full scope of the Phase I stabilization work we’ve targeted.

*Stabilize the Temple building in order to arrest ongoing decay and blighting influence; remove non-historic additions to reveal the elegant and stately historic architecture; clean and assess the interior so that majestic spaces may inspire future thinking.*

Presently, we must work alongside the various communities we hope to engage and serve in order to refine and develop a *shared vision* that resonates with residents, citywide stakeholders, potential partners, and funders alike. This is the goal of our outreach strategy.

**Outreach**

The following vision statements have been offered by Paul as the basis for further refining our immediate future planning toward our ultimate goal – meeting our Mission:

*Restore Beth-El Temple to honor its history, the stories within and further support like-minded institutions on behalf of our communities and the common good.*

*Create a home base which creates a new collaborative platform for our communities and faith based organizations.*

*We need to succinctly describe our core group’s interest in heritage, context, stories, identity (not just history, which is dry and boring) and ‘package’ it as a value statement. These interest areas also present tangible opportunities related to cultural and racial diversity, immigrant populations, tolerance, and fairness and other humanities issues that are relevant to all communities, but especially cogent given Mapleton Fall Creek’s socioeconomic history. Our conversations often migrate toward this topic, likely because although the concepts resonate with our group, the critical path to incorporate the concepts into our work plans is not obvious. Our job now is to succinctly describe these ideas and desires, and determine the extent that they resonate with our communities. Do these value statements allow us to use this concept as one of our main jumping off points during outreach conversations???*

It’s important that as we go out into the community, we are leveraging the thinking we’ve already invested in defining our Values, Mission, and Vision so our outreach helps us to better understand our communities and refine our specific work plans. **Do our Values, Mission and (perhaps most importantly) Vision statements provide the proper starting point for effective engagement with our communities?** Remember that we are seeking to avoid repeating the baseline thinking and visioning we’ve already accomplished and refine our work plans. Remember also that a significant component of our future work will involve financing a $2M+ restoration of the Temple building.

**\*\* Communities \*\* …and this is also where we’ll find potential collaborative partners**

Mapleton-Fall Creek neighborhood

Indianapolis Jewish community

anchor institutions – eds, meds, arts & culture

Mid-North churches

**other communities???** **does this cover the intended geographic reach of our project???**

In addition to the recent marketing push by Indiana Landmarks, we have already begun conducting outreach to introduce and discuss the project with community members. Isaiah, Tyson and Leigh have presented to stakeholders at the Mapleton-Fall Creek NA meeting, Midtown Inc. All-Neighborhood meeting, Our Redeemer Lutheran Church ??? group, others???. Additionally, we are scheduled to present to the Historic Meridian Park NA, Historic Watson Park NA, others???

Isaiah and ??? have scheduled a meeting with IUPUI museum studies faculty members???…on date???...to explore???...etc.

A group of folks including ??? will visit ??? in Lafayette on ??? to ???...

Leigh and Bernard are working with ??? in the ??? department at Butler to develop a fine-grained outreach strategy designed to reach individual residents of the Mapleton-Fall Creek community that are presently disconnected from existing community organizations, civic initiatives, and common modes/mediums of communication. Creating personal connections with this traditionally difficult to reach population will also pay future dividends by increasing neighbor engagement.

**\*\* Tactic \*\***

A key outreach tactic will involve asking a series of directed questions that will help us to begin conversations and refine our vision (see Vision statements above), thus directly informing our work plan. Some core questions where we must ask our communities to help discern our “sweet spot” include:

*the extent to which celebrating heritage informs our work plans*

*the extent to which the end use of the Temple building informs our work plans*

Refining Questions:

* What’s your perception of the safety of the MFC neighborhood? Are you afraid to travel to destinations or attend events there?
* Given the communities we are engaging, is our reach too broad, too narrow?
* What is the extent of our desire to give voice to the (unvoiced) narrative history of the Jewish community in Mapleton-Fall Creek? In Indianapolis?
* What is the extent of our desire to give voice to the narrative history of the Black community in Mapleton-Fall Creek? In Indianapolis?
* What honors history and heritage? What is the extent of our desire to provide a platform for broader humanities and socioeconomic issues?
* What is the extent of our desire to influence the end use of the Temple building?

stabilization --> sale/lease for any use (better than nothing, eliminates blight)

stabilization --> sale/lease for directed/controlled use (heritage/humanities vision)

stabilization --> restoration for any use (difficult to fund this without specific end use)

stabilization --> restoration for directed use (implies partnership/collaboration)

stabilization --> restoration for new heritage/humanities organization

* What will make people say “let’s go to The Temple?”

**\*\* Timeline \*\***