

Highland Park Action Committee DESERVES A NEW NAME

① COMMITTEE. Is our org a committee? No.

Definition of “committee” (from several sources):

- *a group of persons convened for the accomplishment of some specific purpose, typically with formal protocols*
- *a group of people chosen, as from the members of a legislature or club, to consider, investigate, and report or act on a matter or matters of a certain kind*
- *a group of people organized to support some cause*

SO: committee = specific cause or issue

committee = WORK

committee = not appealing to the general public

Our org has evolved into a multi-faceted neighborhood group for all residents:

1. Partnering with HP Improvement Club
2. Building and supporting community; socializing; business networking
3. Providing information on topics of interest to the neighborhood
4. Taking action on local issues & solving problems

Notice we chose **highlandpk.NET** as a website domain.

② ACTION. Is our org action-oriented? Sometimes.

Does the word imply that civic action (like the jail opposition) is our mission?

If so, we may limit participation to residents for whom “activism” is appealing — always a small percentage.

To become a more inclusive and diverse organization, we need to appeal to the **majority** of our neighbors.

“HP Action Committee” (now a successful brand) should be a PART of our org — **not** the whole thing.

Suggestions: _____
