

2012 BOARD RETREAT

SHANNON PARK NEIGHBORHOOD ASSOCIATION



HOSTED BY THE CITY OF
CHARLOTTE AT
FOUNDATION FOR THE
CAROLINAS
7/14/2012

SHANNON PARK NEIGHBORHOOD ASSOCIATION 2012 BOARD RETREAT

Background

On Saturday, July 14, 2012, the board members of the Shannon Park Neighborhood Association participated in a board retreat facilitated by the City of Charlotte, hosted at Foundation For The Carolinas. The following board members participated in the retreat:

- Tiesha Torrence
- Adriene Simpson
- Victoria Fewell
- Annie Turner
- Mabel Hall
- Doris Gibson



The City of Charlotte values citizen leadership and its ability to make an impact in the communities in which we all live, work, play and shop. With this in mind, the board retreat process was initiated to help neighborhood based organizations develop strategic plans to improve quality of life in their communities.

Purpose

The purpose of the board retreat was to:

- Generate meaningful conversations around improving quality of life in our community
- Set clear goals and priorities for the upcoming year(s)
- Develop a vision and strategic priorities for our community

Our board identified the following outcomes for the retreat:

- Increase talking to neighbors
- Fresh Ideas
- Follow up with Facilitator
- Development for the use of the Underwood Park
- Opportunity for progress
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By participating in the retreat, our board earned a \$1,500 Neighborhood Matching Grant credit to help execute one of the projects we identified.

Process

Our board retreat was conducted by an external facilitator, tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help us capture what was the best of the past, what is the best of the present, and how we can add to our strengths to build a better future. The focus was:

- Developing a vision to guide our decision making and activities
- Developing strategic priorities that aligned with our vision
- Developing project ideas

The agenda for the day was as follows:

- Introductions
- Where Have We Been? Where Are We Going?: Arrow Activity
- Where We Want to Be: Vision Statement Exercise
- Seeing the Forest through the Trees: Developing Strategic Priorities
- Working Lunch – The Year Ahead
- Where's the Energy – Energy gram Exercise
- Project Planning Worksheet Review

Where Are We Going, Where Have We Been?

We began our day with paired interviews, using the “Where Are We Going, Where Have We Been?” activity. The activity was intended to help us reflect on:

- What we value
- What are the best things about our community and the people who live here
- What are our past successes
- Where are the potentials and possibilities

After interviewing our partners we shared our discussion with the group, finding commonalities in our conversations.



Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why/why not would a person/business want to move into our community?	Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?
<p>Best Moments</p> <ul style="list-style-type: none"> -Excellent school district -Business participation: Gas Station, Harris Teeter -Eastland Mall was thriving 	<p>Why</p> <ul style="list-style-type: none"> -Centrally located to downtown area -Solid brick homes -Police Presence and relationship with CMPD -Diversity -Good people -Tree lined streets Large home lots <p>Why Not</p> <ul style="list-style-type: none"> - High number of investment Owners -Second generation owners -Increase in wildlife -Bad roads -Decrease in property value -Vacant businesses and homes -Home break-ins -Rental registration 	<ul style="list-style-type: none"> -Increase home ownership -Mirror S. Charlotte (Amenities) -Increase services available to Senior Citizens in the community -Develop Internal support system (Neighbor: Neighbor) -Safe -Better responses from CMPD -Personal rapport with neighbors

Based on this activity, our group identified **shared values** that would help us craft the vision for our community:

- Safety
- A good looking community
- Pride
- Respect
- Involvement from youth, seniors and families
- A high quality of life



Our Vision

Our vision is the unifying statement for our community that will guide our decision-making and reminds us of what we are trying to reach. It is based on our shared values and preferences for our community's future. It combines the best of what was, what is, and what could be.

OUR VISION:

SHANNON PARK WILL PROVIDE A SAFE NEIGHBORHOOD WITH A STRONG SENSE OF COMMUNITY INVOLVEMENT BY PROMOTING ALL RESIDENTS TO HAVE PRIDE AND PRESERVE THE UNIQUE AESTHETICS OF THE NEIGHBORHOOD WHILE MAINTAINING A HIGHER QUALITY OF LIFE.

Strategic Priorities

After committing to a shared vision, the board began to brainstorm on strategic priorities. This is where we began to define what is most important to us in order to achieve our vision. Strategic priorities are initiatives that will help us move closer to our vision for our community. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

We started out thinking big and then narrowed down our focus. We utilized the Affinity Mapping Process, detailed below:

- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
 - Current action items getting you closer to our vision.
 - Current realities keeping you from our vision.
 - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the chart paper.
- Organize the ideas by natural categories. Which ideas go together? Feel free to move any post-it note to another place. Move yours, move those of others, and feel free to do this. Do not be offended if someone moves yours to place where you feel it does not belong, just move it where you believe it goes.
- Once everyone agrees on the groups, give each one a name.

This activity led us to the following categories:

Economic

- Invite new businesses
- Share information about the community

Aesthetics

- Tree lined streets
- Older stable homes/structure
- Unique look of community
- Community pride

Community Involvement

- Pride
- Participation in meetings
- Get new neighbors involved?
- Get renters involved?
- Neighborhood workshop participation
- Talk with older and newer neighbors
- Meet and greet

Resources

- City grants
- County services



The board then identified the three priorities that were most important for us to begin working on to achieve our vision:

1
**MAINTAIN
AESTHETICS OF
COMMUNITY**

2
**INCREASE
COMMUNITY
INVOLVEMENT**

3
**INCREASE
ACCESS TO
CITY/COUNTY
RESOURCES**

Potential Projects

The board then began to brainstorm on possible projects or activities that aligned with their strategic priorities:

Maintain Aesthetics of Community

- Develop Beautification Committee
- Teach youth about nature and
- beautification of the community
- Schedule Community Cleanups

Increase Community Involvement

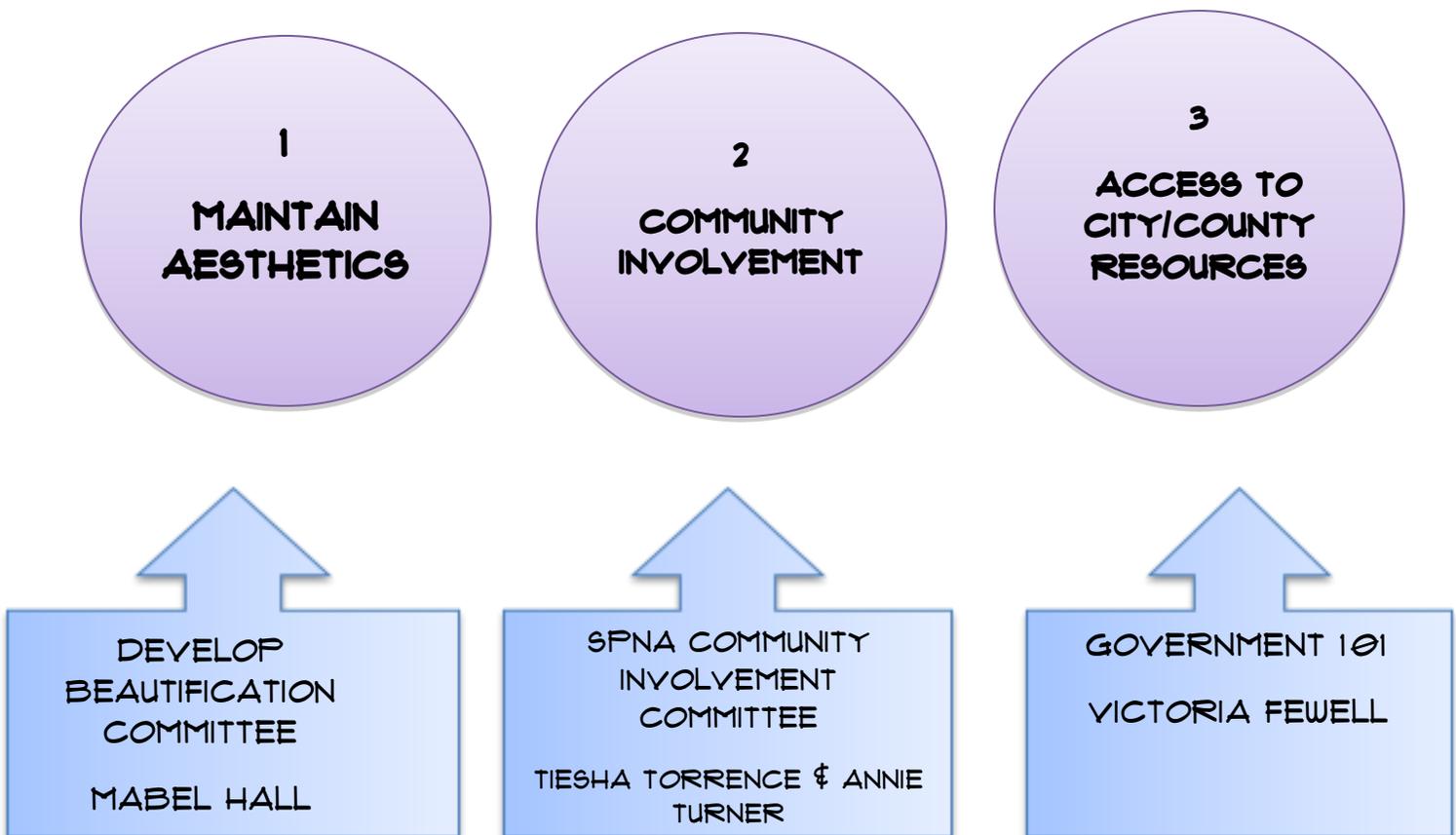
- Website- Digital Outreach
- Revitalize Neighborhood Watch Program
- Create vegetable garden
- National Night Out event
- Volunteer program at church(s)
- Meet and Greet with Realtors
- Welcome Committee and packet
- Volunteer program at school(s): Cochran, Briarwood, K.I.P.P and Devonshire

Increase Access to City/County Resources

- Develop tour route for businesses, government officials, etc
- Develop Government 101: teach residents how to use city / county website and resources

Action Items for 2012-2014

After identifying potential projects, the board voted on one project to pursue for each strategic priority in 2012-2014:



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TO HELP REACH OUR VISION; WE WILL FOCUS ON THREE STRATEGIC PRIORITIES:

1
**MAINTAIN
AESTHETICS**

2
**INCREASE
COMMUNITY
INVOLVEMENT**

3
**INCREASE
ACCESS TO
CITY/COUNTY
RESOURCES**

IN 2012-2014, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

1
**DEVELOP
BEAUTIFICATION
COMMITTEE**

2
**SPNA
COMMUNITY
INVOLVEMENT
COMMITTEE**

3
**GOVERNMENT
101 CLASS**

