



CHARLOTTE.

2016 NEIGHBORHOOD BOARD RETREAT



Wesley Heights Community Association

Hosted by City of Charlotte Neighborhood & Business Services at Johnson C Smith University

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
- Idea Development – Time for participants for develop an action plan for goal achievement.

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 (see next page).

Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why would or wouldn't 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?
<ul style="list-style-type: none"> • Walkability/Maintenance, and preventing the QuickStop from locating in the neighborhood which would have been a barrier to walkability/connectivity • Community/Rhino Market • Diversity of people and homes • Mature trees • Community events (movie night success and Arbor Day Festival) • Greenway • Community engagement • Consistent leadership (strong board president Shannon Hughes) • Walks through our neighborhood • FreeMoreWest 5K • Nextdoor.com (helps with communication) • Crime/club 935 • Primarily kid-focused events (but lack of kids in neighborhood) • Speeding • Separation/Division w/in community, cultural sensitivities as a result of cultural shift 	<ul style="list-style-type: none"> • Historic district protections • Socioeconomic shift • Engagement • Image • Location (access to amenities, interstate, parks, uptown, brand recognition, stadiums, etc.) • Greenway • Community supports new business • Rising housing costs (+/-) affordability • Strict architectural standards • Increased property values 	<ul style="list-style-type: none"> • Grocery Store in the community • More retail • Schools • Community engagement! • Personal responsibility to the community good • Board participation and inclusion • Help communicate importance of dues and roles the play • Community watering holes • Development along Trade Street • Wallace Community Center – improve park • Area clean-up • Install a Community Awareness Board in the Litaker/Grandin Area

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:

Our Past Leads Us Forward. Wesley Heights works to make our historic community inclusive, friendly, beautiful, accessible and inviting.

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 of 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 using 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.
 - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the wall.
- Organize the ideas by natural categories, once everyone agrees on the groups, give each one a name.



This activity led us to the following categories and action items being identified as important within our community:

SCHOOLS

- Investigating if our neighborhood schools are preventing kids in the neighborhood
- Improve public education (CMS)
- What do our neighborhood schools need from the immediate community?

EVENTS

- Community events / More festivals with an adult focus / Community fair/Community events: clean-ups and gatherings / Bake-offs / Community Concert
- Better community awareness (events board) / “Advertise” : website, events and gatherings
- Goals: 100% increase in community activity

RETENTION

- Age in place
- Look after elderly efforts / Examine methods and tools for preserving older neighbors (i.e. property taxes)

RETAIL

- Positive retail growth
- Retail diversity
- Ask apartment builders about ground floor retail (cafes, vegetable stand, etc.)

ENGAGEMENT

- Board Participation
- History Sessions
- Diversify Community Meeting Sites
- Pay dues/Increase dues payers
- Reduce speeding/traffic
- Welcome new residents and welcome wagon/welcome wagon effect
- Know your neighbor
- Attend community association meetings
- Stronger community
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BEAUTIFICATION & CLEAN-UP

- 4th Street Diet
- 4th Street/I-77 mural to welcome people to WH and west side
- Plants and protect our trees / Maintaining and replacing tree canopy
- Improve greenway / Improve greenway under Highway 77
- Creek clean-up
- Walk friendly (increasing)

Each participant was provided three (3) stickers to be used for voting. Stickers could be placed all on one or two items or shared amongst all of the ideas identified. The three categories receiving the most votes are the strategic priorities that are most important for us to begin working on to achieve our vision, these are:



Action Items for 2016-2017 The three activities selected as most impactful toward achieving our strategic priorities are activities in 2016-2017 are:



2016 Neighborhood Board Retreat Summary

Wesley Heights Community Association

OUR VISION:

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



IN 2016-2017, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:



Resources to Get Started- You've rolled up your sleeves and established your vision, the following resources may assist your organization in achieving your goals. Links and contact information are provided for information only and are subject to change.

Please list any parking lot issues or items here:

Coordination with Trees Charlotte

- <http://treescharlotte.org/>



Project	Getting Started	Resources
<p>Project #1</p> <p>Fill two new committee chair positions within the next year:</p> <ul style="list-style-type: none"> -Business Liaison Chair -Beautification Chair 	<ul style="list-style-type: none"> • Recruit for new members • Consider ways to energize existing members 	<p>Recruiting potential board members http://www.hoaleader.com/public/351.cfm</p> <p>Increase neighborhood participation: http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/</p> <p>Board development online resources: https://boardsource.org/eweb/</p> <p>How to organize a committee: http://www.mycommittee.com/BestPractice/Committees/Startingacommittee/tabid/244/Default.aspx</p> <p>Meetings tips for neighborhoods http://nacok.org/association-tools/effective-meetings/ http://www.neighborhoodlink.com/article/Association/Effective Meeting Agenda</p> <p>How to promote diversity on boards: https://www.councilofnonprofits.org/tools-resources https://www.facebook.com/MAVA-Metrolina-Association-for-Volunteer-Administrators-212961772174019/</p>
<p>Project #2</p> <p>Mural/Public Art in the Neighborhood</p>	<ul style="list-style-type: none"> • Consider applying for a Neighborhood Matching Grant 	<p>Neighborhood Matching Grants (NMG) provides funding to improve lighting and community safety:</p> <p>Charlotte’s NMG Program can provide grants of up to \$25k to eligible neighborhood organizations for community improvement projects. To determine eligibility or to review program details please visit charlottenc.gov/nmg or call 704-336-3380.</p> <p>Connect with the Arts and Science Council for guidance and resources: http://www.artsandscience.org/</p>
<p>Project #3</p> <p>Neighborhood Clean-up via Adopt-A-Stream</p>	<ul style="list-style-type: none"> • Survey residents about what type of public art they would prefer 	<p>Online survey tool: www.surveymonkey.com</p> <p>Types of neighborhood communication: http://www.neighborhoodlink.com/article/Association/Effective_HOA_Communication</p> <p>Additional examples of communication: http://mrsc.org/Home/Explore-Topics/Governance/Citizen-Participation-and-Engagement/Communication-and-Citizen-Participation-Techniques.aspx</p> <p>Tips for Organizing a Community Cleanup http://lancaster.unl.edu/community/articles/organizecleanup.shtml</p> <p>Keep Charlotte Beautiful has clean up supplies, grants and volunteers for cleanups www.keepcharlottebeautiful.org</p> <p>Adopt-A-Stream: http://charmeck.org/stormwater/VolunteerGetInvolved/pages/adopt-a-streamprogram.aspx</p>