



CHARLOTTE.

2016 NEIGHBORHOOD BOARD RETREAT



Winterfield Community and Garden

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, finding commonalities in our conversations.



<p>Where We Were: Reflecting on our past, what were some of the best/worst moments?</p>	<ul style="list-style-type: none"> • Received grants to establish the garden and established leadership • Neglect of some garden plots • Active participation from neighbors • Lots of clean-up activities – at least 1 per month • Weed n’ Seed, National Night Out • Lots of get-togethers at the park • Lost 9 of our older members • Tried translations in publications • Members not working together for the garden • Friends and relationships existing among neighbors • Lack of interest and participation • Garden expansion - water and fence • Garden Buds
<p>Where We Are: Why would or wouldn’t a person/business want to move into our community?</p>	<ul style="list-style-type: none"> • Good public transportation access and availability • The garden is a good opportunity to establish relationships and education • Availability of space for new businesses exists • Lower taxes • Stable housing, good stock • Would like new small businesses – no big box though • Ethnic restaurants • Great location in the city • Lack of confidence in education and knowledge (garden)

<p>Where We Are (Cont.)</p>	<ul style="list-style-type: none"> • Perception of low-income residents, media • Good neighborhood meeting attendance • Translation is needed • Garden Buds, East Scheffield park • Eastland Mall – neglect • Grocery stores are nearby • No entertainment (movie theater) nearby – would like more nearby • Great American Cleanup participation • Actively pursuing grants • Great relationship with school – yard sale <p>Symphony relationship with Winterfield Elementary</p>
<p>Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?</p>	<ul style="list-style-type: none"> • Add to and expand the community garden • Increase diversity of garden users • Cleaner neighborhood, improved maintenance of private property • Promote homeownership • Collaborate with agencies and groups outside neighborhoods • More participation and involvement in gardens • Tutors (volunteer at school, retirees) and in garden • Events for outsiders – participation • Expand fruit orchard • Improve Winterfield school (test scores, tutoring) <p>Establish a Farmer’s Market</p>

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:

WINTERFIELD IS AN ESTABLISHED EAST CHARLOTTE COMMUNITY THAT **LEARNS, GROWS, AND ACHIEVES TOGETHER.**

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:

- Community Engagement and Participation
 - Continue having an interpreter at our meetings to translate for Latino attendees
 - Increase diversity of meeting attendees
 - Currently we email newsletters
 - Currently we have signs for meetings
 - Would like to rewrite our by-laws
 - Goal to have more activities in the summer to get participation of neighbors, gardeners, etc.
 - Continue having garden members participate in neighborhood meetings
 - Goal to pass out info sheets to neighbors
 - Goal is to get more people included in NextDoor and Facebook
 - Currently we have positive media coverage of our neighborhood
- Have more activities
 - Food truck Friday at the Garden
 - Concerts/Symphony orchestra
 - Currently doing neighborhood clean-up event in April
 - Get more neighbors out to see the school concerts
 - Garden tours
 - Get more volunteer literacy tutors for the school
 - Currently doing a yard and plant sale this April – make it annual!
- Beautification
 - Increase neighborhood participation in the clean-up
 - Goal is to get neighbors to step up and improve their property
 - Currently doing neighborhood clean-up event in April
 - Goal is to seek a beautification grant

- Expand the Garden
 - Master plan for garden
 - Currently finishing a grant to expand the garden
 - Goal is to enlarge the garden
 - Lessons in the gazebo
 - Sharing the garden with all community members
 - Goal is to involve more people in activities related to the garden

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 2015-2016 The three activities selected as most impactful toward achieving our strategic priorities are activities in 2015-2016 are:



2016 Neighborhood Board Retreat Summary

WINTERFIELD COMMUNITY AND GARDEN

OUR VISION:

WINTERFIELD IS AN ESTABLISHED EAST CHARLOTTE COMMUNITY THAT LEARNS, GROWS, AND ACHIEVES TOGETHER.

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

1

Improve Community
Engagement and
Participation

2

Establish More
Activities

3

Expand the Garden

IN 2015-2016, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Hand deliver
information sheets to
neighbors and collect
contact information

Make the plant and
yard sale an annual
event

Seek a new grant(s) for a
fence, water line,
greenhouse, new beds,
and/or tools for kids

Additional Notes/Ideas:

- Hand Deliver bilingual info sheets and gather contact information – Dianne and Diane will lead, there will be a team leader from each street, outreach should be complete by the end of May 2016.
- Establish an annual plant and yard sale – Diane and Anna will lead – Erin, Anna, Diane, and another Garden Rep will be the action team, should have a recap meeting within 3 weeks of the April event to evaluate plans for the following year and hold next annual event April 2017.
- New grant for the garden – Ron is the lead – Rob, Heather, and Diane are the action team, currently waiting on Parks and Recreation approval to proceed with the grant and expect another year before approval is finalized.



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.

Project	Getting Started	Resources
Project #1 Improve Community Engagement and Participation	<ul style="list-style-type: none"> Initiate newsletter or other social media page to keep people apprised of garden events and happenings 	<p>Mail Chimp: Free online newsletter creator, www.mailchimp.com</p> <p>Facebook – Create a customized page for your group, Facebook.com</p> <p>Slack – Create a free Slack channel for your garden team to share files, send messages, set tasks and store documents and information. Slack.com</p> <p>Twitter- Twitter.com allows your organization to tweet short statements about events and interesting information. Tweets can be scheduled in advance using sites like hootsuite.com</p> <p>Instagram- online photo-sharing, video-sharing, and social networking service, visit Instagram.com</p>
	<ul style="list-style-type: none"> Consider promotional items to expand garden awareness 	<p>4 Imprint One by One Charitable Giving Grant Opportunity - \$500 grant opportunity for 501c3, religious organizations and schools that want to make a difference in the community. http://onebyone.4imprint.com</p> <p>Neighborhood Matching Grants (NMG) Program - Charlotte's NMG Program can provide grants of up to \$25k to eligible neighborhood organizations for community improvement projects, branding and Marketing, organizational development and more. To learn more please visit charlottenc.gov/nmg or call 704-336-4594.</p>
Project #2 Establish More Activities	<ul style="list-style-type: none"> Organize a community cleanup 	<p>Keep Charlotte Beautiful (KCB) - KCB has been helping to keep Charlotte clean & beautiful since 1974. Visit kcb.charmeck.org or call 704-353-1235 to learn how to Adopt a City Street (AACS), participate in a Great American Clean-Up event or to learn tips and borrow supplies for your next neighborhood clean-up.</p> <p>Charlotte Community ToolBank - offers low-cost large & small hand and power tool rental, trash receptacles, tables, generators, etc. Visit charlotte.toolbank.org or call 704-469-5800 to view their inventory and make reservations</p>
	<ul style="list-style-type: none"> Free speakers, 45+ topics 	<p>Need A Speaker Speakers Bureau – provides free meeting/event Speakers 45+ topics, visit needaspeaker.charmeck.org or call 704-336-2175</p>
	<ul style="list-style-type: none"> Celebrate volunteers 	<p>Neighborhood Volunteer Appreciation Ideas - visit http://bit.ly/1L6ok8H</p>
	<ul style="list-style-type: none"> Explore event funding 	<p>Neighborhood Matching Grants can provide funding for websites, logos and other organizational development efforts. Visit charlottenc.gov/nmg or call 704-336-4594 to determine eligibility or learn program details</p>
	<ul style="list-style-type: none"> Garden Tour, Fun Run 	<p>Consider a guided garden tour, community fun run, Easter egg hunt or trick or treat event to get more people into the garden. Use the registration list to sign up future volunteers.</p>
	<ul style="list-style-type: none"> Promote Events 	<p>Promote scheduled events via Nextdoor, event flyers, neighborhood facebook page and community signage</p>

<p>Project #3</p> <p>Seek a new grant(s) for a fence, water line, greenhouse, new beds, and/or tools for kids</p>	<ul style="list-style-type: none"> Funding & resource opportunities 	<p>Keep Charlotte Beautiful – offers an annual beautification grant. Visit kcb.charmeck.org or call 704-353-1235</p> <p>The Charlotte Mecklenburg Library- offers resources to assist with non-profit development, grant seeking and fundraising support. https://www.cmlibrary.org/grant-seeking-and-fundraising-resources</p> <p>Neighborhood Matching Grants (NMG) Program - Charlotte’s NMG Program can provide grants of up to \$25k to eligible neighborhood organizations for community improvement projects and more. To determine eligibility or learn program details please visit charlottenc.gov/nmg or call 704-336-4594.</p> <p>Foundation For The Carolinas – offers Front Porch Grants to foster social capital, more info www.ffc.org/frontporch/</p> <p>NC Cooperative Extension- offers workshops, supplies and technical assistance to community gardens in the Charlotte area, visit mecklenburg.ces.ncsu.edu or contact Stephen Capobianco at 704-336-4008. Also the NC Community Food Gardening Handbook http://go.ncsu.edu/communitygardeninghandbook</p> <p>Charlotte Community ToolBank - offers low-cost large & small hand and power tool rental, trash receptacles, tables, generators, etc. Visit charlotte.toolbank.org or call 704-469-5800 to view their inventory and make reservations</p> <p>Green Teacher Network offers training, curriculum, school partnerships and other resources for gardens, particularly those associated with schools and youth efforts. Visit http://gtnc Charlotte.org/ for information</p> <p>Community Garden Irrigation overview - http://extension.uga.edu/publications/detail.cfm?number=C1027-12</p> <p>DIY Rain barrel Resource - www.gardensimply.com/how-to-guides/build-rain-barrel.php</p>
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Your community is located within Charlotte’s North East Service Area, your staff contacts for following up and assistance are:

Charlenea Duncan - cduncan@charlottenc.gov or 704-336-2173

John Short, jshort@charlottenc.gov or 704-336-3862

