



CHARLOTTE.

2016 NEIGHBORHOOD BOARD RETREAT



5 Points Community Collaborative

Hosted by City of Charlotte Neighborhood & Business Services at UNC Charlotte Center City

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.

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"> • Change in environment • Separation of old residents • Crime • Public Education • Community Disengagement • Remember the history of West End Communities • Interaction with JCSU (meeting spaces) 	<ul style="list-style-type: none"> • Opportunity / underdeveloped assets • Neighbors engaging • Improved connectivity • Too transitional – change in character • Image concerns / stigma (especially from Charlotte natives) • Proximity to uptown / interstates • Education • Food desert • Diversity in people / housing • Respect the area / thoughtful development 	<ul style="list-style-type: none"> • Improved schools / education • More business amenities / retail / balanced development / grocery store • Relationships • More social events / connecting with community • Places to meet / Park and rec improvements • More home ownership / eliminate slum lords • Maintain history / culture • Cultural destination for Charlotte • Facilitation of information

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:

To bring a unified voice to the Five Points area of West Charlotte.

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:

- Business Relationships (2)
 - Business cultivation
 - Retail
 - Business sponsorships
- Marketing and Communication (3)
 - Website
 - Social media presence improvement
 - Communication channels
- Arts and Culture (0)
 - Mural
 - Cultural art festivities
 - Art along community
 - Cultural destination
 - Arts and culture participation
- Community Involvement (11)
 - JCSU partnership
 - Voter canvassing
 - More involvement in the community center
 - Engage 20 years + gen
 - Engage the elders
 - Social events/activities that involve the neighborhoods
 - Forming Meetup groups
 - Strong community involvement
- Board Development (0)
 - Formalize committee(s) to achieve goals
 - Reign in Center City Partners
 - Regular idea sessions
 - Centralized space for facilitating information
- Planning and Development (6)
 - Responsive long-life development (brick and mortar, not wooden)
 - Constant dialogue with Planning and Council
 - Involvement with Planning
 - Affordable housing
- Education (5)
 - More involvement into schools
 - Establish partnerships with neighborhood schools
 - Community engagement/ involvement
 - Develop program to target improvement of early education
 - Help Bruns
 - Email listserve
- Physical Improvements (4)
 - Neighborhood cleanup
 - Electricity in Seversville Park, Wesley Heights Greenway, MLK Park
 - Lighting on greenway
 - Park amenities (bathrooms, tables, benches)
 - Soccer field
- Safety (4)

- Reduce property crime
- More patrols
- Reduce random gunfire
- Safety/neighborhood watch
- Reducing speeding/traffic control

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

5 Points Community Collaborative

OUR VISION:

To bring a unified voice to the Five Points area of West Charlotte.

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

1

Community Involvement

2

Planning and Development

3

Education

IN 2016-2017, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Form a communication team to explore multi-generational events

Become better educated with the planning and development process and invite a speaker from the City to speak to the community

Invite the principals of Bruns Academy and Ashley Park Elementary School to a community meeting

Please list any parking lot issues or items here:

- 27% of residents have Bachelor degree
- 12% voter participation
- New Construction / Development
 - Fewer clear cut neighborhoods (neighborhood character)
 - Canopy
 - Home design
 - Space utilization / lot size
 - “Habitat for Humanity” presence
 - Renovation vs. Construction
 - Level of cohesion in neighborhoods
- Locals having more issues moving in



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
<p>Project #1</p> <p>Form a communication team to explore multi-generational events</p>	<ul style="list-style-type: none"> Reach out to contacts for each generation; Examine connection with existing events (National Night Out, West Side Joy Ride) Engage stakeholders in the process Reach out to area businesses and JCSU 	<p>Community Organizing Toolkit: http://www.racialequitytools.org/resourcefiles/LCAT Take Action Create Change - Community Organizing Toolkit.pdf</p> <p>Knight School of Communication Courses for Neighborhoods: http://digitalcharlotte.org/calendar/</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>Nextdoor: Create a private social network for your neighborhood: https://nextdoor.com/about_us/</p> <p>Best practices for growing your Nextdoor participation: https://help.nextdoor.com/customer/portal/topics/350841-inviting-your-neighbors/articles</p> <p>Mail Chimp: Free online newsletter creator: www.mailchimp.com</p> <p>Mecklenburg County Park and Recreation: http://charmeck.org/mecklenburg/county/ParkandRec/Pages/Home.aspx, 980.314.1000</p> <p>Neighborhood Matching Grants (NMG):</p> <p>Charlotte's NMG Program can provide grants to eligible neighborhood organizations for community events. To determine eligibility or to review program details please visit http://charlottenc.gov/nmg or call 704-336-3380.</p>
<p>Project #2</p> <p>Become better educated with the planning and development process and invite a speaker from the City to speak to the community</p>	<ul style="list-style-type: none"> Make contact with City staff and officials to schedule (a) meeting (s) 	<p>Meet with City of Charlotte staff who serve your neighborhood: http://charmeck.org/city/charlotte/nbs/about/serviceareas/Pages/default.aspx</p> <p>Invite your City Council representative to a meeting: http://charmeck.org/city/charlotte/CityCouncil/Pages/default.aspx</p> <p>Choose what topic you want to address and invite a speaker: Need a Speaker: http://charmeck.org/speakersbureau/Pages/default.aspx, or call 311</p>
<p>Project #3</p> <p>Invite the principals of Bruns Academy and Ashley Park Elementary School to a community meeting</p>	<ul style="list-style-type: none"> Schedule a meeting Envision what your partnership will look like Begin building the partnership! 	<p>Bruns Academy: Principal Mary Weston, 980-343-5495</p> <p>Ashley Park Elementary School: Principal Meaghan Loftus, 980-343-6018</p> <p><i>Note: principals subject to change</i></p> <p>Ways to partner with your school: http://www.educationworld.com/a_admin/archives/partners.shtml</p>

Contact Neighborhood and Business Services, 704-336-3380, to learn about more ways to support your neighborhood school

McPie: Learn how a Charlotte community partnered with its local neighborhood school.
<http://christelca.org/ministries/change-the-world/mcpie/>

Your community is located within Charlotte's Northwest Service Area. Your staff contacts for following up and community assistance are:

Cherie Grant, Community Engagement Specialist Cherie.Grant@charlottenc.gov or 704-336-3322	Randy Harris, Community Engagement Lead rharris@charlottenc.gov or 704-432-1579
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