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NEIGHBORHOOD BOARD RETREAT



February 18, 2017

Amber Leigh Homeowners Association, Inc.

Hosted by City of Charlotte Neighborhood & Business Services at

Goodwill Opportunity Campus

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"> • Liked the location and that the community was new • Good neighborhood interaction • Liked having block parties and a newsletter • Close to downtown • Large lots with backyards • Small & scenic • Cohesive & neighborly • Close to highways | <ul style="list-style-type: none"> • Lack of neighborhood involvement • No motivation to interact • Sense of entitlement among residents • Nextdoor starting to work • Animosity with new builder • Less sense of community • Common areas and entrance have deteriorated • The new neighborhood homes are nice and the right price point • Landscaper in flux • Need better Christmas decorations • Issues with speeding | <ul style="list-style-type: none"> • Revisit vision statement • Focus on future • Improve appearance both at entrance and on individual homes • More social events • Friendlier more engaging community • More productive HOA meetings – no gripe sessions • Possibly explore new HOA meeting rules • Explore quarterly updates • Show community pride • Less speeding |

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:

Become a model, friendly community where all residents demonstrate accountability by working together to proactively enhance property appearance, neighborhood safety, and cohesiveness.

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:

Safety

- Neighborhood Watch
- Self-policing

Communication

- Newsletter
- Enhance website – Nextdoor doesn't work for everyone
- Quarterly check-ins – are we meeting our vision statement?

Aesthetics

- Enhance Amber Leigh border with Browne Road
- Enhance entrance appearance
- Landscaping project
- Improve entranceway at Hampton Place
- Seasonal yard prep
 - Informational sessions from neighbors or vendors
- Invite realtors to discuss how to improve property appearance
- Quarterly community involvement project

Friendly/Cohesiveness

- Parties/social events to encourage meeting neighbors
- Create HOA committees
 - Financial
 - Social
- Social event around lawn care tips and techniques

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. Within these three categories, there were three activities selected as most impactful toward achieving our strategic priorities.

The strategic priorities and activities are summarized on the following page.



2017 Neighborhood Board Retreat Summary

Amber Leigh Homeowners Association, Inc.

OUR VISION:

Become a model, friendly community where all residents demonstrate accountability by working together to proactively enhance property appearance, neighborhood safety, and cohesiveness.

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

1
Aesthetics

2
Communication

3
Friendly & Cohesive

IN 2017-2018, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Enhance common areas – specifically the entranceway

Incorporate quarterly check-in meetings

Hold Springfest & Oktoberfest social events

Please list any parking lot items or additional activities beyond the initial 3 here.

Resources to Get Started- You've rolled up your sleeves and established your vision. We have compiled resources that may assist your organization in achieving your goals on our Neighborhood Training Programs and Resources [website](#). We have identified resource categories that may be applicable to your projects below; please do not hesitate to explore more categories as you undertake your work! Links and contact information are provided for information only and are subject to change.

| Project | Potential Resource Categories of Interest |
|--|---|
| Enhance common areas – specifically the entranceway | Beautification |
| Incorporate quarterly check-in meetings | Board Development; Communication |
| Hold Springfest & Oktoberfest social events | Welcoming & Engaging Neighbors |

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

| | |
|--|--|
| Charlenea Duncan, Northeast Community Engagement Liaison | John Short, Northeast Community Engagement Manager |
| csduncan@charlottenc.gov or 704-336-2173 | jshort@charlottenc.gov or 704-336-3862 |

