



**CHARLOTTE.**

# **2016 NEIGHBORHOOD BOARD RETREAT**



## **Avalon at Mallard Creek Townhomes**

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

# Avalon at Mallard Creek Townhomes

## 2016 Board Retreat

### Background

On Saturday, July 16th, 2016, the board members of the Avalon at Mallard Creek Townhomes participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at UNC Charlotte Center City. The following board members participated in the retreat:

- Sam Reavis
- Jennifer Duru
- Cathy Dowell-Vickers
- Henry Vickers, Jr.
- Candice Potts



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

By participating in the retreat, our board earned a \$1,500 match credit toward a Neighborhood Matching Grant (NMG) to help execute one of the projects we identified.

To receive this credit we'll submit our completed Vision to Action Idea Development Plan Workbook with our NMG request. This credit will expire following the September 1, 2017 NMG application deadline.

### Process

Our board retreat was conducted by trained facilitators tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help capture the best of the past, 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
- 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.

<b>Where We Were:</b> Reflecting on our past, what were some of the best/worst moments?	<b>Where We Are:</b> Why would or wouldn't a person/business want to move into our community?	<b>Where We Want to Be:</b> If you could make 3 wishes to make our community flourish, what would they be?
<ul style="list-style-type: none"> <li>• Financially in the red (reserves)</li> <li>• Gated, quiet community</li> <li>• Poor board management- no transparency, very stagnate</li> <li>• Squatters on property</li> <li>• Poor property management</li> <li>• No voice in the community</li> </ul>	<ul style="list-style-type: none"> <li>• Happy</li> <li>• Functional</li> <li>• Maintained/ improved property values</li> <li>• Better communication</li> <li>• Better vendors</li> <li>• Better communication</li> <li>• Better gate access/ traffic control</li> <li>• Community vigilance</li> <li>• Reserve account in the black</li> <li>• Better landscaping</li> </ul>	<ul style="list-style-type: none"> <li>• Improve community participation</li> <li>• Structured youth programs</li> <li>• 100% financial/ residence paying dues</li> <li>• Increase market value</li> <li>• 300K in the reserves</li> <li>• Water bill management (residents begin to pay water bill)</li> <li>• Improve retention pond appearance</li> </ul>

## 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:

*Avalon at Mallard Creek strives to connect our neighbors in the purpose of preserving and improving our community.*

## 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:

- Aesthetic
  - landscaping/ natural preservation
  - Landscaping improvements
  - Exterior building painting
  - Improve neighborhood appeal
- Financial Accountability
  - Investors in our community
  - Encourage 100% community participation
  - Financial stability
- Community Engagement
  - Participation
  - Establish annual events
  - Joint effort
  - More social interactions, specifically more opportunities for social interactions
  - Connect neighbors, Nextdoor App
  - Surrounding community events
  - Ownership
  - Engagement
  - Myths to Facts
  - Connect renters & owners
  - Communication
- Leadership:
  - Board Retreat
  - Pride
  - Challenges
  - Dedication
  - Inspire

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:

Develop 2 incentives to encourage regular payments of dues and engagement with neighborhood matching grants process

Transition neighborhood communities to the next door platform w/in 6 months

Host 3 neighborhood events with increasing participation at each event



**2016 Neighborhood Board Retreat Summary**

*Avalon at Mallard Creek*

**OUR VISION:**

*Avalon at Mallard Creek strives to connect our neighbors in the purpose of preserving and improving our community.*

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

1

Financial Accountability

2

Leadership in our Community

3

Community Engagement

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

Develop 2 incentives to encourage regular payments of dues and engagement with neighborhood matching grants process

Transition neighborhood communities to the next door platform w/in 6 months

Host 3 neighborhood events with increasing participation at each event

**Please list any parking lot issues or items here:**

Retention pond or is it detention pond? Should we work with Storm water for assistance? Charlotte-Mecklenburg Stormwater Services can assist with answering any questions: <http://charmeck.org/stormwater/Pages/default.aspx> or 704-432-0970 (Kristen O'Reilly, Water Quality Educator)





**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><b>Project #1</b></p> <p>Develop 2 incentives to encourage regular payments of dues and engagement with neighborhood matching grants process</p>	<ul style="list-style-type: none"> <li>Focus on core group of active participants, seeking their input on how they can add to their group</li> </ul>	<p><b>4Imprint One by One Program provides grants for promotional items:</b>  <a href="https://onebyone.4imprint.com/">https://onebyone.4imprint.com/</a></p> <p><b>Increase neighborhood participation:</b>  <a href="http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/">http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/</a></p> <p><b>Increase Neighborhood Volunteers:</b>  <a href="http://www.neighborhoodlink.com/article/Association/Attracting_Volunteers">http://www.neighborhoodlink.com/article/Association/Attracting_Volunteers</a></p> <p><b>Volunteer Appreciation Ideas:</b>  <a href="http://blogs.volunteermatch.org/engagingvolunteers/2012/04/05/7-ways-to-appreciate-your-volunteers/">http://blogs.volunteermatch.org/engagingvolunteers/2012/04/05/7-ways-to-appreciate-your-volunteers/</a></p>
<p><b>Project #2</b></p> <p>Transition neighborhood communities to the next door platform w/in 6 months</p>		<p><b>www.nextdoor.com</b></p> <p><b>Best practices for growing your Nextdoor participation:</b>  <a href="https://help.nextdoor.com/customer/portal/topics/350841-inviting-your-neighbors/articles">https://help.nextdoor.com/customer/portal/topics/350841-inviting-your-neighbors/articles</a></p>
<p><b>Project #3</b></p> <p>Host 3 neighborhood events with increasing participation at each event</p>	<ul style="list-style-type: none"> <li>Establish volunteer group to help plan and coordinate event(s)</li> </ul>	<p><b>Increase neighborhood participation:</b>  <a href="http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/">http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/</a></p> <p><b>Increase Neighborhood Volunteers:</b>  <a href="http://www.neighborhoodlink.com/article/Association/Attracting_Volunteers">http://www.neighborhoodlink.com/article/Association/Attracting_Volunteers</a></p> <p><b>Volunteer Appreciation Ideas:</b>  <a href="http://blogs.volunteermatch.org/engagingvolunteers/2012/04/05/7-ways-to-appreciate-your-volunteers/">http://blogs.volunteermatch.org/engagingvolunteers/2012/04/05/7-ways-to-appreciate-your-volunteers/</a></p> <p><b>Neighborhood Event Planning Toolkit:</b>  <a href="http://www.sdsynod.org/wp-content/uploads/2012/05/Block-Party-Kit.pdf">http://www.sdsynod.org/wp-content/uploads/2012/05/Block-Party-Kit.pdf</a></p> <p><b>Charlotte Department of Transportation for information on street closure procedures and approval:</b>  <a href="http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx">http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx</a></p> <p><b>Charlotte-Mecklenburg Police Department for sound permits:</b>  <a href="http://charmeck.org/city/charlotte/CMPD/Pages/default.aspx">http://charmeck.org/city/charlotte/CMPD/Pages/default.aspx</a></p>

		<p><b>More information on National Night Out:</b>  <a href="https://natw.org/">https://natw.org/</a></p> <p><b>Neighborhood Matching Grants (NMG):</b>  Charlotte’s NMG Program can provide grants to eligible neighborhood organizations for community events. To determine eligibility or to review program details please visit <a href="http://charlottenc.gov/nmg">http://charlottenc.gov/nmg</a> or call 704-336-3380.</p>
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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	Randy Harris, Community Engagement Lead
<a href="mailto:Cherie.Grant@charlottenc.gov">Cherie.Grant@charlottenc.gov</a> or 704-336-3322	<a href="mailto:rharris@charlottenc.gov">rharris@charlottenc.gov</a> or 704-432-1579

