



NEIGHBORHOOD BOARD RETREAT



March 11, 2021

Avalon at Mallard Creek Townhomes

Hosted online by City of Charlotte Housing & Neighborhood Services

Avalon at Mallard Creek Townhomes

2021 Board Retreat

Background

On Thursday, March 11, 2021, the members of Avalon at Mallard Creek Townhomes participated in the virtual Neighborhood Board Retreat facilitated by the City of Charlotte online. The following board members and/or community members participated in the retreat:

- Sabrina Hudson
- Keri Miller
- Willie Barfield
- Michelle Wright
- Danyel Myers

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 a copy of the Developing Your Ideas worksheet with our NMG request. This credit will expire following the June 1, 2022 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
- Seeing the Forest through the Trees: Developing Strategic Priorities
- 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 group discussion 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

Our discussion helped us to find 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?
<p>Best</p> <ul style="list-style-type: none"> • Had more social events in the community • Had a social committee (led by Sabrina) • Friendliness and connection in the community <p>Worst</p> <ul style="list-style-type: none"> • Had challenges with beautification 	<p>Would</p> <ul style="list-style-type: none"> • Gated community • Community moving in a good direction • Great location that is only getting better <p>Would not</p> <ul style="list-style-type: none"> • Community members are disengaged • Community not as diverse as it used to be 	<p>Wishes</p> <ul style="list-style-type: none"> • Neighbors would be more engaged and take pride in the neighborhood and their homes • Neighbors would take initiative to engage with each other and the community • Neighbors following rules set down by the board

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. This activity led us to the following priorities/action items being identified as important within our community:

- Cultivate a larger Neighborhood Watch program/committee
- Surveillance equipment at the front and rear gates to monitor traffic and license plates to assist in reducing crime
- Establish a Welcome committee, who will provide necessary information to new families such as rules and regulations documents
- New gate
- Planting mature plants near the entrance of the neighborhood
- Develop a communication plan using social media to improve community engagement

The three priorities 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.

2021 Neighborhood Board Retreat Summary

Avalon at Mallard Creek Townhomes

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

<p>1</p> <p>Surveillance equipment at the front and rear gates to monitor traffic and license plates to assist in reducing crime</p>	<p>2</p> <p>Cultivate a larger Neighborhood Watch program/committee</p>	<p>3</p> <p>Establish a Welcome committee, who will provide necessary information to new families such as rules and regulations documents</p>
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IN 2021-2022, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

<p>Install 3-6 cameras to monitor traffic coming in and out of entrance/exit gates by October 31st 2021</p>	<p>10 more members on Neighborhood Watch by July 31st</p>	<p>Recruit 2 new people to the Welcome Committee and complete community rules and regulations by April 30th</p>
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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	Categories of Interest; Potential Resource
Install 3-6 cameras to monitor traffic coming in and out of entrance/exit gates by October 31st 2021	Public Safety
10 more members on Neighborhood Watch by July 31st	Community Safety
Recruit 2 new people to the Welcome Committee and complete community rules and regulations by April 30th	Community Engagement

Your community is located within Charlotte's Northwest. Your staff contact for following up and community assistance is:

Aisha Abdus-Sabur, Northwest Community Engagement Liaison	Randy Harris, Northwest Community Engagement Manager
Aisha.AbdusSabur@charlottenc.gov or 704-336-3322	Randy.Harris@charlottenc.gov or 704-432-2433