2015 NEIGHBORHOOD BOARD RETREAT

(Beatties Ford/Trinity Park Neighborhood)

Hosted by City of Charlotte Neighborhood & Business Services at CPCC Main Campus

Background

On Saturday, February 7th 2015, the board members of the Beatties Ford Rd./Trinity Park Neighborhood participated in a board retreat facilitated by the City of Charlotte, hosted at CPCC's Main Campus. The following board members participated in the retreat:

- Mr. Ben Worthy
- Mrs. Bettye Worthy
- Ms. Nancy Foard

- Ms. Gwen Cherry
- Johnny Johnson
- Ruth Hancock

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 Neighborhood Matching Grant credit to help execute one of the projects we identified.

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.

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?
• Problems with "cruisers" • No street lights or sidewalks • Private water & trash collection (expensive) • No public transportation • No community park • County Police – great relationship/connectivity lost when police forces merged • Active "Optimist Club" involved in community • Leadership changed • Annexed into Charlotte • Primarily home owners	• Revamping Neighborhood Assoc. • Creating neighborhood history • Traffic concerns with new development • Nuisances like young men firing guns in neighborhood and loose dogs • Building relationship with CMPD & other "Park" communities • No entry signs welcoming to neighborhood • Elem. School in neighborhood • Need stop light at major intersections • Cars parking at Trinity & Evonshire are nuisance	• Positive "branding" of the neighborhood • Stop lights at key intersections • Reduce/eliminate nuisances • To have prior knowledge before group homes are established in the neighborhood.

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:
>
> Welcome to Beatties Ford/Trinity Park: An extraordinary neighborhood established in one of Charlotte's most vibrant communities.
>
> "The best neighborhood you'll ever have is waiting for you!"

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:
  - o Current action items getting you closer to our vision.
  - o 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:

- Branding the Neighborhood
- (Improved) Community Outreach and Involvement
- Strengthened Neighborhood Association

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:

1	2	3
Branding the Neighborhood	Improve Community Outreach and Involvement	Strengthen the Neighborhood Association

Action Items for 2014-2015

The three activities selected as most impactful toward achieving our strategic priorities are activities in 2014-2015 are:

Apply for Neighborhood Matching Grant for Neighborhood Entrance Sign

Get training on "How to Be Good Neighbors"

To include: working better together and getting young people

Continue neighborhood meetings and establish organizational dues

2015 Neighborhood Board Retreat Summary

Beatties Ford/Trinity Park Neighborhood Association

OUR VISION:

Welcome to Beatties Ford/Trinity Park: An extraordinary neighborhood established in one of Charlotte's most vibrant communities

"The best neighborhood you'll ever have is waiting for you!"

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

1	2	3
Branding the Neighborhood	Improve Community Outreach and Involvement	Strengthen the Neighborhood Association

IN 2014-2015, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

Apply for Neighborhood Matching Grant for Neighborhood Entrance Sign

Get training on "How to Be Good Neighbors"

To include: working better together and getting young people involved

Continue neighborhood meetings and establish organizational dues

Resources to Get Started

Project	Getting Started	Resources
Project #1 Apply for Neighborhood Matching Grant for Neighborhood Entrance Sign	• Challenge neighborhood to create a logo	**How to Brand Your Neighborhood:** http://www.communityprogress.net/tool-3--marketing-the-neighborhood-pages-278.php **More Neighborhood Branding Tips:** http://www.stablecommunities.org/sites/all/files/documents/Branding%20and%20Marketing%20Presentation%20CS%20Forum%2012_11_12.pdf
	• Enhance area around sign by planting trees or flowers	**Tips for Organizing a Community Cleanup:** http://lancaster.unl.edu/community/articles/organizecleanup.shtml **Charlotte Beautiful has grants and volunteers for cleanups:** www.keepcharlottebeautiful.org **Ideas on what flowers to plant and grow:** www.pinterest.com
	• Raise funds for sign • Apply to Neighborhood Matching Grant	**Neighborhood fundraiser ideas:** http://www.useful-community-development.org/how-to-fundraise.html **Neighborhood Matching Grants Program** http://www.charmeck.org/city/charlotte/nbs/communityengagement/nmg/Pages/default.aspx
Project #2 Get Training on "How to Be Good Neighbors" To Include: Working Better Together and Getting Young People Involved	• Start a weekly e-mail blast to include "Good Neighbor" ideas	**Mail Chimp:** Free online newsletter creator: www.mailchimp.com **Types of neighborhood communication:** http://www.neighborhoodlink.com/article/Association/Effective_HOA_Communication **Tips on Being a Good Neighbor:** http://etiquette.about.com/od/RelationshipEtiquette/a/Neighborhood-Etiquette.htm
	• Request "Need a Speaker" for good neighbor training	**Need a Speaker** Contact: Andrew Bowen, abowen@charlottenc.gov Website: http://charmeck.org/speakersbureau/Pages/default.aspx

Project #3 Continue Neighborhood Meetings and Establish Organizational Dues	• Create a finance committee to address dues	**Board development online resources:** Board Source - https://boardsource.org/eweb/ **How to organize a committee**: http://www.mycommittee.com/BestPractice/Committees/Startingacommittee/tabid/244/Default.aspx
	• Plan and hold community meetings	**Meetings tips for neighborhoods:** http://nacok.org/association-tools/effective-meetings/ http://www.neighborhoodlink.com/article/Association/Effective_Meeting_Agenda **Increase neighborhood participation:** http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/

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