February 23, 2019

Becton Park at Lynton Place

Hosted by City of Charlotte Housing & Neighborhood Services at

Goodwill Opportunity Campus
Background

On Saturday, February 23, 2019, the board members of the Becton Park at Lynton Place participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at the Goodwill Opportunity Campus. The following board members and/or community members participated in the retreat:

Vanessa Coles  Joe Ayers
Randi Salvatore  Chad Jarrell
Donna Hardy

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 March 1, 2020 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.

<table>
<thead>
<tr>
<th>Where We Were: Reflecting on our past, what were some of the best/worst moments?</th>
<th>Where We Are: Why would or wouldn’t a person/business want to move into our community?</th>
<th>Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?</th>
</tr>
</thead>
</table>
| • Community was on a downward spiral.  
• Once knew most of the neighbors but now there are more renters.  
• Neighbor were once friendlier but not as much currently. | • It has a quaint/friendly look.  
• It is inviting and close to uptown and close to the country.  
• It has a “homey” feel. (Closeness)  
• There are no sidewalks.  
• There is no on-street parking.  
• There is a stigma due to the location. (East Charlotte) | • To have better community engagement.  
• Have better grounds. (Would like for the neighborhood to look better)  
• To have more participation from the other communities in the area. |
**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:**

*Becton Park is a diverse, beautiful and friendly community with a focus on consistent improvement and development in cooperation with Lynton Place.*

**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:

- **Category 1 Neighborhood Clean-Up Event**
  - Send quarterly newsletter.
  - Coordinate with board members to be seen in the community to generate inquiries about events.
  - Hand out/post event fliers
  - Door to door interactions.
  - More information through Facebook/Instagram.

- **Category 2 Fence Replacement**
  - Reach out to Home Depot/Lowes for support.
  - Reach out to local businesses for support to attract more people to events.
  - Work with the Neighborhood Matching Grant.

- **Category 3 Neighborhood Sign Replacement.**
  - Work with the Neighborhood Matching Grant
  - Community Yard Sale.
  - Reach out to local schools.

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.
2019 Neighborhood Board Retreat Summary

Becton Park at Lynton Place

OUR VISION:

*Becton Park is a diverse, beautiful and friendly community with a focus on consistent improvement and development in cooperation with Lynton Place.*

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

1. Neighborhood Sign Replacement
   (Randi)

2. Fence Replacement
   (Joe)

3. Neighborhood Clean-Up Event

IN 2019-2020, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

- Apply for a Neighborhood Matching Grant for a new neighborhood sign by the June 2019 or September 2019 application deadline.
- Develop strategic plan for fundraising by NMG contract signing.
- Attract 1 or 2 new people to come out to each litter pickup in 2019.
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.

<table>
<thead>
<tr>
<th>Project</th>
<th>Potential Resource Categories of Interest</th>
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<tbody>
<tr>
<td>Apply for a Neighborhood Matching Grant for a new neighborhood sign by the June 2019 or September 2019 application deadline.</td>
<td>Beautification</td>
</tr>
<tr>
<td>Develop strategic plan for fundraising by NMG contract signing.</td>
<td>Board Development</td>
</tr>
<tr>
<td>Attract 1 or 2 new people to come out to each litter pickup in 2019.</td>
<td>Beautification; Welcoming &amp; Engaging Neighbors</td>
</tr>
</tbody>
</table>

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

Kim Barnes, Southeast Community Engagement Manager
kbarnes@charlottenc.gov or 704-336-8408

Elliott Royal, Southeast Community Engagement Liaison
Elliott.Royal@charlottenc.gov or 704-336-1502