



# **NEIGHBORHOOD BOARD RETREAT**



**August 4, 2021**

**Berkshire Coventry Homeowners Association**

**Hosted online by City of Charlotte Housing & Neighborhood Services**

# Berkshire Coventry Homeowners Association

## 2021 Board Retreat

### Background

On Wednesday, August 4, 2021, members of the Berkshire Coventry Homeowners Association 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:

- Tanya Davis
- Kathy Burton
- Bobby James

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 March 1, 2023 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
- SWOT Analysis
- Seeing the Forest through the Trees: Developing Strategic Priorities
- Idea Development – Time for participants for develop an action plan for goal achievement

## SWOT Analysis

We began our day with group discussion using the SWOT Analysis framework. 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.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"><li>• New people on the board</li><li>• Good at addressing problems that the neighborhood faces</li><li>• Provide quick resolutions or work to find resolutions</li><li>• Active neighborhood association</li></ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• Re-establishing partnerships in the community</li><li>• Safety: desire for speed bumps, concerns around vehicle break-ins</li><li>• Common criticism from residents: “What is the board doing? Where is my money going?”</li></ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• Possibilities around youth in the neighborhood – starting to have more youth in the neighborhood, hanging out with friends outside</li><li>• Better communication</li><li>• Sending out a welcome packet to new residents</li><li>• Considering what social events can engage neighbors</li></ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"><li>• Shift in population of people moving into the neighborhood – newer residents (often renters) aren’t investing in appearances, home care, etc.</li></ul>

## 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:

- Rectify safety issues and promote important committees
- Identify projects through the Neighborhood Matching Grants Committee to improve neighborhood and beautify community
- Implement ways and means of reaching out to members within the neighborhood and keeping them engaged

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

### Berkshire Coventry Homeowners Association

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



**IN 2021-2022, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:**



**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
<b>Safety Committee will meet eight times between August 21, 2021 and August 21, 2022 and will meet with the community four times.</b>	Community Safety <a href="#">CMPD Community Coordinators</a>
<b>Neighborhood Matching Grant Committee will meet to identify a NMG project before the March 1 application deadline.</b>	Neighborhood Improvement <a href="#">Neighborhood Matching Grant Program</a>
<b>Increase resident involvement in committees by 5% before August 1, 2022.</b>	Community Engagement

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

Charlenea Duncan, Northeast Community Engagement Manager

[Charlenea.Duncan@charlottenc.gov](mailto:Charlenea.Duncan@charlottenc.gov) or 704-336-2173