



CHARLOTTESM

NEIGHBORHOOD BOARD RETREAT



February 23, 2019

Beverly Woods Civic Association

Hosted by City of Charlotte Housing & Neighborhood Services at

Goodwill Opportunity Campus

Beverly Woods Civic Association

2019 Board Retreat

Background

On Saturday, February 23, 2019, the board members of the Beverly Woods Civic Association 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:

Megan Schmitt
Holly Evans

Alyson Strode
Jenny Pelkey



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

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?
<p>Best</p> <ul style="list-style-type: none"> • Summer parties (great turnout) • Neighborhood participation increase over past year (residents see value) <p>Worst</p> <ul style="list-style-type: none"> • Change over from previous board to new (lack of organization and transparency with former board) 	<p>Yes</p> <ul style="list-style-type: none"> • Sense of community • Not having HOA • Residents take care of properties • Good schools (especially elementary) • Proximity/location <p>No</p> <ul style="list-style-type: none"> • Size of houses (creates higher turnover) • Lack of sidewalks (safety) • Traffic (turns difficult) 	<ul style="list-style-type: none"> • Small park/pocket park/green space • Safer pedestrian/bike access to surrounding parks/amenities • Parade of renovated homes • Stronger neighborhood connections (adult-focused) • Specific engagement for new neighbors

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:

Beverly Woods Civic Association is an established organization that connects neighbors, fosters friendships, and strives to build a safe and well-connected 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:

- Fostering Friendships
 - Adult Events (wine night, progressive dinner, game night) (4)
 - Parade of reno'd homes (1)
 - Increase Sunday Funday participation
 - Increase money raised at Easter event to budget for the year
 - Continue neighborhood events for kids (Halloween, Easter, end of summer)
 - Increase Halloween Parade participation
 - Start outdoor movie night
 - Summer bash
- Safety
 - Add more street lights (3)
 - Add sidewalks/walking paths
 - Safety signs around BWCA
- Communication (third choice, but more votes visible after a tie-breaking round of voting)
 - More neighborhood participation, socially and financially (6)
 - Build on current ways we connect current and new neighbors
 - Neighborhood/quadrant/street captains
- Community Identity
 - Monument sign (Chandworth) (2)
 - Add 10-12 more signs/toppers

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

Beverly Woods Civic Association

OUR VISION:

Beverly Woods Civic Association is an established organization that connects neighbors, fosters friendships, and strives to build a safe and well-connected community.

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

1

Foster Friendships

2

Improve Community Safety

3

Ensure Association Viability

IN 2019-2020, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

Host two new adult social events by December 31, 2019
(Potential ideas: parade of homes, wine night, progressive dinners, game night)

Identify street light deficiencies and meet with Kim Barnes about steps to correct by December 31, 2019

Develop fundraising campaign & have at least 50% of homes pay dues by January 31, 2020.

Project 1 Roots:

- New neighborhood participation (organize by quadrants/villages—identify captains)
- Babysitters
- Local vendors/small business owners
- Promotional platform (Facebook, Nextdoor, etc.)

Project 2 Roots:

- Duke Energy outage app or website
- Kim Barnes
- CDOT

Project 3 Roots:

- Neighborhood participation by quadrant/village
- Creative fundraising campaigning research
- Quadrant/village competition

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
Host two new adult social events by December 31, 2019 (Potential ideas: parade of homes, wine night, progressive dinners, game night)	Welcoming & Engaging Neighbors
Identify street light deficiencies and meet with Kim Barnes about steps to correct by December 31, 2019	Public Safety
Develop fundraising campaign & have at least 50% of homes pay dues by January 31, 2020.	Board Development

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
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Please list any parking lot items or additional activities beyond the initial 3 here.

- The Association would like to repaint existing speed bumps. Please help them connect with CDOT to see about doing that.
 - *Contact CDOT's Public Service & Communications Division Manager, Kathy Dennis at Katherine.Dennis@ci.charlotte.nc.us*

