



February 24, 2018

**Biddleville-Smallwood Community
Organization**

Hosted by City of Charlotte Housing & Neighborhood Services at

Goodwill Opportunity Campus

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 moments:</p> <ul style="list-style-type: none"> • Established neighborhoods • Tightknit community • Black, educated families were creating a community for themselves <p>Worst moments:</p> <ul style="list-style-type: none"> • Neighborhoods started to be seen as two different communities, blacks and whites were not engaging with one another • No community events 	<p>Why would a person/business want to move here?</p> <ul style="list-style-type: none"> • Close to center city • Nice place to live • Diverse <p>Why wouldn't a person/business want to move here?</p> <ul style="list-style-type: none"> • Expensive • Lack of business development • Access to healthy foods • Gentrification taking place 	<ul style="list-style-type: none"> • Cohesive—we want all neighbors to work together to move the community forward and we want to be a united force against issues of crime and displacement • Inclusive—we want all people to feel welcome • Vibrant—we want an active community, with art and experiences for all

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:

*Biddleville-Smallwood:
Neighbors growing a vibrant,
cohesive community, rich in
history and diversity.*

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:
Fill in the categories (large Post-Its) and associated ideas/action items, adding and deleting bullet points as necessary.

- **Category 1: Partnerships**
 - Business development efforts
 - School/youth support
- **Category 2: Community Events**
 - Diverse programming
 - Chili cook-off
 - Tennis clinic
- **Category 3: Environment**
 - Trade Street dead-end
 - Landscaping
- **Category 4: Art**
 - Public art

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.



2018 Neighborhood Board Retreat Summary

Biddleville-Smallwood

OUR VISION:

Biddleville-Smallwood: Neighbors growing a vibrant, cohesive community, rich in history and diversity.

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

1

Category 1: Partnerships

2

Category 2: Community Events

3

Category 3: Environment

IN 2018-2019, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

In the next six months, we will work as a board to bring stakeholders from the education, philanthropic and business communities together to discuss partnership opportunities.

This goal is SMART.

In 2018, the board will host a tennis tournament (celebrating Mr. Turner) and community resource fair at the new courts.

This goal is SMART.

In 2018, the board will begin conversations with Center City Partners/West End Partners to learn more about corridor improvements and engage to support CNIP Trade Street project.

This goal is approaching SMART ☺.

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

- The board has decided to prioritize the tennis tournament and will be working to plan and execute this event before summer. An attendance goal will be set for the tennis tournament at an upcoming board meeting.
- During the retreat, Randy Harris (City of Charlotte, HNS) joined to share a bit of detail about the CNIP process, explaining how leaders could engage in the conversation and take next steps to address Trade Street issues.



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
In the next six months, we will work as a board to bring stakeholders from the education, philanthropic and business communities together to discuss partnership opportunities.	Partnerships
In 2018, the board will host a tennis tournament (celebrating Mr. Turner) and community resource fair at the new courts.	Recreation
In 2018, the board will begin conversations with Center City Partners/West End Partners to learn more about corridor improvements and engage to support CNIP Trade Street project.	Partnerships; Public Safety

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

Cherie Grant, Northwest Community Engagement Liaison	Randy Harris, Northwest Community Engagement Manager
Cherie.Grant@charlottenc.gov or 704-336-3322	rharris@charlottenc.gov or 704-432-1579

