

# **BIDDLEVILLE- SMALLWOOD Neighborhood Association**

**Board Retreat**

**Hosted by the City of Charlotte at Foundation For The Carolinas**



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# Biddleville-Smallwood Neighborhood Association

## 2013 Board Retreat

### Background

On Saturday, July 20, 2013, the board members of the Biddleville-Smallwood Neighborhood Association participated in a board retreat facilitated by the City of Charlotte, hosted at Foundation For The Carolinas. The following board members participated in the retreat:

- James Turner
- Ashley Curtis
- Stacey Kangas
- Gloria McClain
- Dorothy Counts-Scoggins
- Tom Polito



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 \$3,000 Neighborhood Matching Grant credit to help execute one of the projects we identified. The match credit can be added to a grant received from August 15, 2013 - September 15, 2014.

### Process

Our board retreat was conducted by an external facilitator, tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help us capture what was the best of the past, what is 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 (15 min)
- Where Have We Been? Where Are We Going? Arrow Activity (45 min)
- Where We Want to Be: Vision Statement Exercise (30 min)
- Seeing the Forest through the Trees: Developing Strategic Priorities (60 min)
- Working Lunch – The Year Ahead (60 min)
- Where's the Energy – Energygram Exercise (20 min)
- Project Planning Worksheet Review (40 min)

### 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.



<b>Where We Were:</b> Reflecting on our past, what were some of the best/worst moments?	<b>Where We Are:</b> Why/why not would a person/business want to move into our community?	<b>Where We Want to Be:</b> If you could make 3 wishes to make our community flourish, what would they be?
<ul style="list-style-type: none"> <li>• Stores/Community access. Ex.: Grocery</li> <li>• Walking distance to shopping</li> <li>• Economic climate</li> <li>• 3-4 years ago meeting with a lot of conflict; hurt feelings</li> <li>• Trade Street Divide</li> </ul>	<ul style="list-style-type: none"> <li>• Role of JCSU</li> <li>• Absent landlords</li> <li>• Challenges w/different social-economic groups all being together</li> <li>• Lingering doubt among neighbors</li> <li>• Crime challenges</li> <li>• Cliques</li> <li>• Working on new by-laws</li> <li>• Events by different groups in the neighborhood (ex.: dinners, meetings)</li> <li>• Attention at social events</li> <li>• Empty homes/lots</li> </ul>	<ul style="list-style-type: none"> <li>• Golden era</li> <li>• Model (for) past               <ul style="list-style-type: none"> <li>○ Walkable</li> <li>○ Safe</li> <li>○ Strong bus/shopping</li> </ul> </li> <li>• People care about their properties</li> <li>• Focus on the areas that need improvement</li> <li>• Grow neighborhood group</li> <li>• Welcome/access to new residents (ex. Directory/welcome wagon)</li> <li>• Define role/liaison between neighborhood and JCSU – leverage the presence</li> </ul>

Based on this activity, our group identified shared values that would help us craft the vision for our community:

Our community will be...

- A mosaic in every way
- Working for a better tomorrow... together
- Colorful, vibrant, and safe

### 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:

A mosaic of people together creating a vibrant, cohesive, strong 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. We utilized 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.
  - Current realities keeping you from our vision.
  - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the chart paper.
- Organize the ideas by natural categories. Which ideas go together? Feel free to move any post-it note to another place. Move yours, move those of others, and feel free to do this. Do not be offended if someone moves yours to place where you feel it does not belong, just move it where you believe it goes.
- Once everyone agrees on the groups, give each one a name.

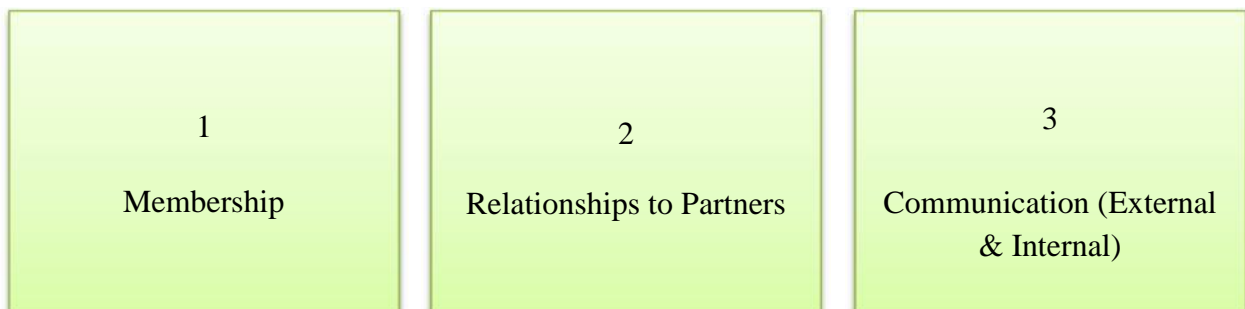
This activity led us to the following categories:

#### Membership

#### Relationships to Partners

#### Communications (External & Internal)

The board then identified the three priorities that were most important for us to begin working on to achieve our vision:



## Potential Projects

The board then began to brainstorm on possible projects or activities that aligned with their strategic priorities:

### **Membership**

- Committee meetings
  - Specific, targeted recruitment for committees
- Social functions
  - Door to door
  - Each one bring one
    - Incentives for existing members to bring new members
- Building Websites
  - Specific recruitment event
- Membership committee
- Create directory
  - Engage business partners to attend
  - Neighborhood meetings

### **Relationships to Partners**

- Five Points
- Traffic project
- Neighborhood task force
- List of partners (contact for neighbors)
- Partner Liaison
- Social Events (ex. events or access to dining/class at JCSU)
- Connect with other community partners
- Go see tour of JCSU or luncheon
- Representation at City/County/Business Events

### **Communication (external & internal)**

- Facebook page
- Website
- Positive media
- Education/Training
- Training for election process (Board of Elections)
- Host Business and Community Fair
  - Health fair
  - Branding effort
- Public Service announcements
- Agenda
  - Membership handbook
  - Welcome package/Wagon
  - Door to door campaign
- History of community
- Community listing & preferential method of communication

Action Items for 2013-2015

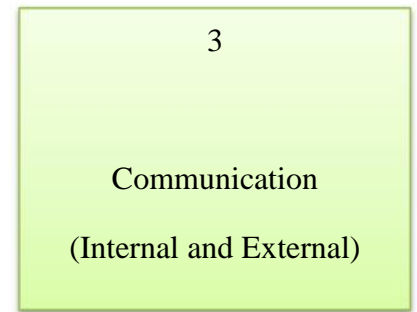
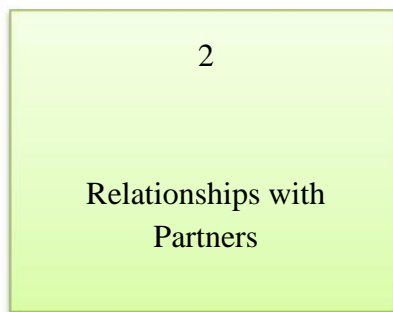
After identifying potential projects, the board voted on one project to pursue for each strategic priority in 2013-2015:



## OUR VISION:

A mosaic of people together creating a vibrant, cohesive, strong community.

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



**IN 2012-2014, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:**

