February 18, 2017

Bridlewood Community Association

Hosted by City of Charlotte Neighborhood & Business Services at

Goodwill Opportunity Campus
Background

On Saturday, February 18, 2017, the board members of the Bridlewood Community Association participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at the Goodwill Opportunity Campus. The following board members participated in the retreat:

- Ola Mitchell
- Moses Tyson
- Peggy Brown
- Dorothy Washington
- Sandra Riley

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, 2018 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>
<tbody>
<tr>
<td>- Best moments – pride and safety day, back to school day event, friendly, more-informed, clean-up days</td>
<td>- Positive – more informed, friendly neighbors, good tree canopy, neighborhood involvement, educated residents, diverse, people with disposable income, retirees, culturally diverse</td>
<td>- More door-to-door outreach</td>
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<tr>
<td>- Worst moments – crime has increased on the perimeter of the neighborhood, lack of engagement, litter</td>
<td>- Negative – more renters vs. owners, surrounding neighborhoods have landscaping issues and undesirable businesses, inaccurate media perception</td>
<td>- Neighborhood residents demonstrate more pride</td>
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<td></td>
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<td>- Influx of more desirable businesses</td>
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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:**

Bridlewood is a friendly community with a great deal of pride that will attract caring, engaged neighbors and will be a destination for desirable businesses.

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:

- Host Events – Neighborhood Teen Day, Neighborhood Business Day, Neighborhood Awareness Day, Neighborhood Christmas Lantern Drive, Recreation Hall, Door-to-Door Campaign, Door-to-Door Outreach, Community Forum, Keeping Neighborhood Involved
- Support Beautification Efforts – Beautification Day, Street Toppers
- Strategic Partnerships – Park, YMCA, Section 8 Partnership
- Maintain Political Advocacy – Sign petitions of negative businesses, stop supporting businesses that are not a positive image for the neighborhood, attend Council meetings as needed.

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.
**OUR VISION:**

Bridlewood is a friendly community with a great deal of pride that will attract caring, engaged neighbors and will be a destination for desirable businesses.

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

1. **Host Events**
2. **Maintain Political Advocacy**
3. **Support Beautification Efforts**

**IN 2017-2018, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:**

- Host a community forum by June 30, 2017 to address community issues
- Board members will attend at least two City Council meetings, as needed, by December 31, 2017
- Hold two clean-up days by November 1, 2017
Parking lot items:

- Resident vehicles parked on the street during garbage pick up: engage with Charlenea Duncan to explore a plan of how to address this issue in concert with Code Enforcement
- CDOT Street Sweeping of the entire neighborhood: contact 311 to request sweeping services
- Email copy of QOL study to board members: email report will be provided with this summary
- Code Enforcement issues: engage with Charlenea Duncan to connect with Code Enforcement officers
- Train people on how to live in a neighborhood: being a good neighbor could potentially be a great topic for the community forum; explore having residents attend the Being a Better Neighbor Roundtable March 28, 2017 (more details and signup available [here](#))
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>Host a community forum by June 30, 2017 to address community issues</td>
<td>Communication; Partnerships; Welcoming &amp; Engaging Neighbors</td>
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<tr>
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<td>Beautification; Environmental &amp; Sustainability</td>
</tr>
</tbody>
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Your community is located within Charlotte’s Northeast Service Area. Your staff contacts for following up and community assistance are:

<table>
<thead>
<tr>
<th>Charlenea Duncan, Northeast Community Engagement Liaison</th>
<th>John Short, Northeast Community Engagement Manager</th>
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<tbody>
<tr>
<td><a href="mailto:csduncan@charlottenc.gov">csduncan@charlottenc.gov</a> or 704-336-2173</td>
<td><a href="mailto:jshort@charlottenc.gov">jshort@charlottenc.gov</a> or 704-336-3862</td>
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