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NEIGHBORHOOD BOARD RETREAT



February 18, 2017

Bridlewood Community Association

Hosted by City of Charlotte Neighborhood & Business 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?
<ul style="list-style-type: none"> • Best moments – pride and safety day, back to school day event, friendly, more-informed, clean-up days • Worst moments – crime has increased on the perimeter of the neighborhood, lack of engagement, litter 	<ul style="list-style-type: none"> • Positive – more informed, friendly neighbors, good tree canopy, neighborhood involvement, educated residents, diverse, people with disposable income, retirees, culturally diverse • Negative – more renters vs. owners, surrounding neighborhoods have landscaping issues and undesirable businesses, inaccurate media perception 	<ul style="list-style-type: none"> • More door-to-door outreach • Neighborhood residents demonstrate more pride • Influx of more desirable businesses

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.

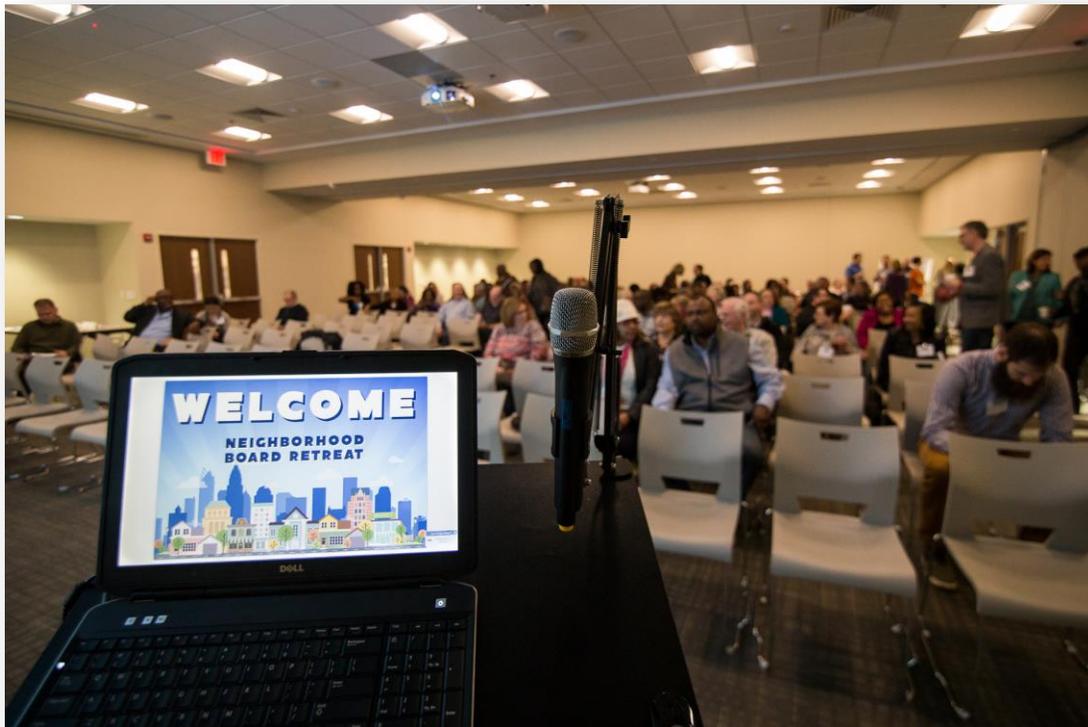


This activity led us to the following categories and action items being identified as important within our community:

- 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.



2017 Neighborhood Board Retreat Summary

Bridlewood Community Association

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 ACTIVITES GUIDED BY OUR PRIORITES:

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.

Project	Potential Resource Categories of Interest
Host a community forum by June 30, 2017 to address community issues	Communication; Partnerships; Welcoming & Engaging Neighbors
Board members will attend at least two Council meetings, as needed, by December 31, 2017	Partnerships
Hold two clean-up days by November 1, 2017	Beautification; Environmental & Sustainability

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

Charlenea Duncan, Northeast Community Engagement Liaison	John Short, Northeast Community Engagement Manager
csduncan@charlottenc.gov or 704-336-2173	jshort@charlottenc.gov or 704-336-3862

