



CHARLOTTESM

NEIGHBORHOOD BOARD RETREAT



February 24, 2018

Brookfield Neighborhood Association

Hosted by City of Charlotte Housing & Neighborhood Services at

Goodwill Opportunity Campus

Brookfield Neighborhood Association

2018 Board Retreat

Background

On Saturday, February 24, 2018, the board members of the Brookfield Neighborhood 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:

Eva Barber
Ronald Ross

Minnie Gainey
Angie Jackson



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. More information on the grant program can be found online at <http://charlottenc.gov/nmg>.

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 June 1, 2019 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.

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"> • Quiet • More participation from neighbors • Family oriented • First Festival • Business participation • Children were younger (school age) with a variety of activities • Neighborhood's dynamic went from predominately to predominately black • Chemical pollution in creek 	<ul style="list-style-type: none"> • Children grew up and left the neighborhood • Seniors/older community • Physical appearance is old and needs repairs • Respect others and their property • Families choose different schools outside of the neighborhood • More renters than home owners 	<ul style="list-style-type: none"> • Safe neighborhood • Lower crime • Lower code violations • Better overall health safety • More engaged neighbors • Pride in the neighborhood

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:

Brookfield is an established neighborhood striving to preserve a family friendly community with engaged neighbors.

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:

- Neighborhood Events
 - Summer block party with city information booths
 - Neighborhood community service day
 - Community Festival
 - Back to school events
 - Periodic neighborhood cleanups
- Neighborhood Identity
 - Get an entry sign for the neighborhood
 - Recycle old sign
 - Street sign toppers
 - Create neighborhood logo
- Neighborhood Amenities
 - Have bathroom added to neighborhood park so it is a more useable space
 - Bus stop cover
- Safety
 - More police visibility
 - Bicycle patrol
 - Community police patrol
 - Police day walk/ride
- Neighborhood Communication
 - Neighborhood Welcome Packet
 - Neighborhood Board Community Walks
 - Walking door to door to talk to neighbors
 - Newsletter

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

Brookfield Neighborhood Association

OUR VISION:

Brookfield is an established neighborhood striving to preserve a family friendly community with engaged neighbors.

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

1

Neighborhood Identity

2

Neighborhood Events

3

Neighborhood Amenities

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

By the end of March 2018, meet with the Hoskins Neighborhood to plan a community wide festival.

By the end of June 2018, determine the feasibility of pursuing an entrance sign and sign toppers.

By the end of 2018, meet with Park and Recreation to determine the feasibility of adding a bathroom to the park.

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

- Research the history of the neighborhood so residents will have a sense of history for the community.
- Look into Adopt a City Street (more information here: <http://charlottenc.gov/HNS/CE/KCB/Pages/Adopt-A-City-Street.aspx>)
- Research the ruling and landlords being required to register tenants
- Who owns the land at the intersection of Broadway & Hoskins (Cherie to follow up)



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
By the end of March 2018, meet with the Hoskins Neighborhood to plan a community wide festival.	Partnerships; Welcoming & Engaging Neighbors
By the end of June 2018, determine the feasibility of pursuing an entrance sign and sign toppers.	Beautification; Neighborhood Identity
By the end of 2018, meet with Park and Recreation to determine the feasibility of adding a bathroom to the park.	Recreation

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