



NEIGHBORHOOD BOARD RETREAT



March 4, 2021

Brookfield Community Association

Hosted online by City of Charlotte Housing & Neighborhood Services

Brookfield Community Association

2021 Board Retreat

Background

On Thursday, March 4, 2021, members of the Brookfield Community Association participated in the virtual Neighborhood Board Retreat facilitated by the City of Charlotte online. The following board members and/or community members participated in the retreat:

- Jackie McIver
- Jane McBride
- Doris Miller
- Brad Allan Graboyes
- Beth Boswell

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 a copy of the Developing Your Ideas worksheet with our NMG request. This credit will expire following the June 1, 2022 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
- Seeing the Forest through the Trees: Developing Strategic Priorities
- 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 group discussion 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

Our discussion helped us to find 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</p> <ul style="list-style-type: none"> • How clean the neighborhood was when she moved in. • Small community. Close community • Good neighbors and sense of community. Family atmosphere • Immediate neighbors welcomed them. Quiet and serene <p>Worst</p> <ul style="list-style-type: none"> • Unpleasant former neighbors • Foundation issues on homes in the community. • No children around. “No children, no growth” • HOA issues. Dealing with violations. Information not properly communicated. 	<p>Would</p> <ul style="list-style-type: none"> • Great location. • Clean and well-manicured • Quiet • Beautiful • Never feel unsafe. Close knit community • Diverse area <p>Would not</p> <ul style="list-style-type: none"> • Preconceived notion about the area 	<p>Wishes</p> <ul style="list-style-type: none"> • Exercise facility • Pool • Common area/Community space • Make front entrance more beautiful

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. This activity led us to the following priorities/action items being identified as important within our community:

- Establish a decorative fence at the entrance of the cemetery
- Build columns at the entrance entering the subdivision in a way to separate the subdivision that backs up to Brookfield
- Build another brick sign across from the current one at the common area at the entrance of subdivision
- Establish a committee to handle home improvement requests received from homeowners
- Find a way to get blast messages out to homeowners
- Develop a better welcome letter kit to send to new owners and the tenants who are renting. The kit should stress the importance of adhering to our CCRs, especially the ones that receive the most violations like storing trash and recycle cans out of view, no parking on the street, yard and mailbox maintenance, and submitting for ARC approval for any exterior changes to property
- Develop a better strategy for community engagement
- Develop strategies to deal with litter not only in Brookfield but all along the Sunset Road corridor
- Determine a way to limit the number of “renters” in the neighborhood
- Create a “yard of the month” incentive to encourage beautification of the neighborhood
- Block exercise that could include “walking teams”, “aerobics”, or “line dancing” to make the community more cohesive

The three priorities 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.

2021 Neighborhood Board Retreat Summary

Brookfield Community Association

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



IN 2021-2022, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:



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	Categories of Interest/Potential Resource
Apply for a Neighborhood Matching Grant by September 1	Neighborhood improvement; Neighborhood Matching Grant , 704-336-7846
Partner with church to develop a plan to secure cemetery by December 2021	Safety; Neighborhood improvement
Create a neighborhood communication plan by October 2021	Communication; Communications resources ; Training on Demand

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

Aisha Abdus-Sabur, Northwest Community Engagement Liaison	Randy Harris, Northwest Community Engagement Manager
aisha.abdus-sabur@charlottenc.gov	randy.harris@charlottenc.gov