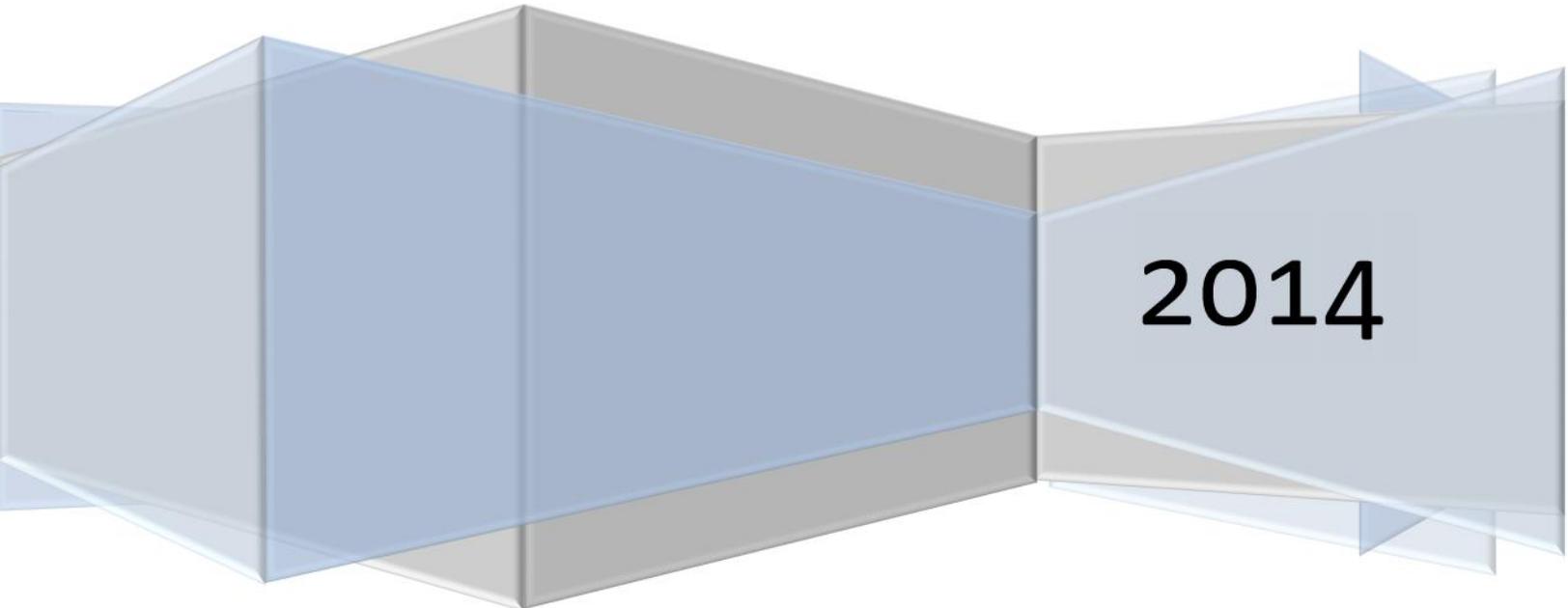


# Burtonwood Neighborhood Association

Board Retreat

Hosted by the City of Charlotte at UNC Charlotte Uptown Campus



2014

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## 2014 Board Retreat

### Background

On Saturday, February 15, 2014, the board members of the Burtonwood Neighborhood Association participated in a board retreat facilitated by the City of Charlotte and hosted at UNC Charlotte Uptown Campus. The following board members participated in the retreat:

- Dave Molinaro
- Larry Thompson
- Hal Jordan
- Cricket Weston
- Gail Thompson
- John Lincoln



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 Neighborhood Matching Grant credit to help execute one of the projects we identified.

### 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.

<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>• Families that have been in neighborhood all their lives</li> <li>• Fewer young couples and families with small children</li> <li>• Older age demographic</li> <li>• Less cohesion</li> <li>• Did develop traditions: holiday events and addition of street lights</li> </ul>	<ul style="list-style-type: none"> <li>• Meetings are more frequent</li> <li>• Younger population in the neighborhood</li> <li>• More diversity</li> <li>• Great, central location</li> <li>• All levels of public school very close to the area</li> <li>• New development along Independence corridor</li> <li>• Extensive tree canopy, large lots, and a sense of privacy</li> <li>• Drainage problems</li> </ul>	<ul style="list-style-type: none"> <li>• Knowing City’s plans and intentions for the area</li> <li>• Formalize neighborhood association</li> <li>• Preserve aesthetics</li> <li>• Possibly widen streets</li> <li>• Meet with surrounding neighborhoods</li> <li>• Replace entrance signs</li> <li>• Curb &amp; gutter work</li> <li>• Access to Mason Wallace park</li> <li>• Increase neighborhood pride &amp; sense of community</li> </ul>

## 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:

Burtonwood seeks to maintain its natural beauty, foster friendships, and improve its organization to improve the neighborhood and surrounding communities.

## 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:

- Organization:
  - Create a formal Burtonwood Neighborhood Association
  - Elect four formal office positions every two years
  - Establish bylaws
  - Develop neighborhood logo & motto
  - Attend other communities' meetings for ideas and guidance
- Projects:
  - Continue tree banding
  - Holiday events – 4<sup>th</sup> of July party, Halloween etc.
  - Install new neighborhood entrance signs
  - Landscaping and lighting for entranceways
  - Possibly look at street sign “toppers”
- Connectivity:
  - Connect to surrounding neighborhoods
  - Ethnic potluck to broaden diversity
  - Reach out to houses of worship in area
  - Build relationships with City employees/agencies
  - Create a directory for area businesses and partner agencies
  - Crosswalk over to Mason Wallace park; possibly decorative
  - Better connection to CATS bus stop
  - Develop relationship with the media
- Aesthetics:
  - Preserve tree canopy
  - Community garden
  - Partner with Keep Charlotte Beautiful/Adopt a Street



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, these are:

1  
Organization

2  
Projects

3  
Connectivity

Action Items for 2014-2015

The three activities selected as most impactful toward achieving our strategic priorities in 2014-2015 are:

1  
Create a formal  
Burtonwood  
Neighborhood  
Association

2  
Replace  
Neighborhood  
Entrance signs and  
add landscaping &  
lighting

3  
Pedestrian crosswalk  
to Mason Wallace  
Park



## 2014 Neighborhood Board Retreat Summary

### Burtonwood Neighborhood Association

#### OUR VISION:

Burtonwood seeks to maintain its natural beauty, foster friendships, and improve its organization to improve the neighborhood and surrounding communities.

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

1

Organization

2

Projects

3

Connectivity

#### IN 2014-2015, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

1

Create a formal  
Burtonwood  
Neighborhood  
Association

2

Replace entrance  
signage and  
incorporate lighting  
and landscaping

3

Pedestrian  
crosswalk to Mason  
Wallace Park

## Resources to Get Started

Project	Getting Started	Resources
<p><b>Project #1</b></p> <p><b>Formalize association</b></p>	<ul style="list-style-type: none"> <li>• Research old Burtonwood governing documents</li> <li>• Utilize online templates for Bylaws</li> <li>• Review other CLT neighborhood association Bylaws</li> </ul>	<p>Charlotte School of Law offers assistance in organizing neighborhood associations Contact Rocky Cabagnet <a href="mailto:rcabagnet@charlottelaw.edu">rcabagnet@charlottelaw.edu</a></p> <p>View the library's historical documents to see if an organization previously existed in your neighborhood <a href="http://www.cmstory.org/people/papersClubs.pdf">http://www.cmstory.org/people/papersClubs.pdf</a></p>
<p><b>Project #2</b></p> <p><b>Beautification project (lights, signs &amp; landscaping)</b></p>	<ul style="list-style-type: none"> <li>• Check out other neighborhood's entrances</li> <li>• Inquire about past NMG projects under this category</li> <li>• Talk to your neighbors about design and aesthetics that they want</li> </ul>	<p>The Foundation for the Carolinas provides Front Porch Grants to build a sense of community in neighborhoods <a href="http://www.ffc.org/page.aspx?pid=663">http://www.ffc.org/page.aspx?pid=663</a></p> <p>Neighborhood Matching Grants Program provides funding for beautification projects Atalie Zimmerman at <a href="mailto:azimmerman@charlottenc.gov">azimmerman@charlottenc.gov</a> or 704-336-4594</p> <p>CDOT Street Lighting offers lighting upgrades <a href="http://charmack.org/city/charlotte/Transportation/signals/signals.html">http://charmack.org/city/charlotte/Transportation/signals/signals.html</a></p> <p>Charlotte Community ToolBank is a great place to borrow tools for projects <a href="http://charlotte.toolbank.org/">http://charlotte.toolbank.org/</a></p> <p><b>Home Depot provides grants to communities</b> <a href="http://www.homedepotfoundation.org/page/grants">http://www.homedepotfoundation.org/page/grants</a></p>
<p><b>Project #3</b></p> <p><b>Pedestrian Crosswalk</b></p>	<ul style="list-style-type: none"> <li>• Talk to your neighbors about why there is a need</li> <li>• Look at other major crosswalks to draw insight and inspiration</li> <li>• Discuss what direction you want to go: decorative-artistic-standard</li> </ul>	<p>Charlotte Department of Transportation can help you assess pedestrian safety Contact Chip Gallup 704-336-3922 or <a href="mailto:rgallup@charlottenc.gov">rgallup@charlottenc.gov</a></p> <p>Contact Parks &amp; Recreation to discuss the possibility of a crosswalk project Peter Cook <a href="mailto:Peter.Cook@mecklenburgcountync.gov">Peter.Cook@mecklenburgcountync.gov</a> (704) 336-7762</p> <p>Get ideas for decorative crosswalks here <a href="http://www.bing.com/images/search?q=decorative+crosswalks+&amp;FORM=HDRSC2">http://www.bing.com/images/search?q=decorative+crosswalks+&amp;FORM=HDRSC2</a></p>