



NEIGHBORHOOD BOARD RETREAT



March 7, 2022

Cedar Mill Homeowners Association

Hosted online by City of Charlotte Housing & Neighborhood Services

Cedar Mill Homeowners Association

2022 Board Retreat

Background

On Monday, March 7, 2022, members of the Cedar Mill Homeowners Association participated in the virtual Neighborhood Board Retreat facilitated by the City of Charlotte. The following board members and/or community members participated in the retreat:

- Charles Drew
- Bret Wilson
- Maurice Karriem
- Minister Connie Mack

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
- Outline a direction for the future of the neighborhood that represents the needs and desires of current and future residents
- Set clear goals and priorities for the upcoming year(s)

By participating in the retreat, our board earned a credit of up to \$1,500 toward volunteer hours required for the 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, 2023 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:

- Analyzing neighborhood trends and conditions
- Developing strategic priorities
- Developing project ideas

The agenda for the day was as follows:

- Introductions
- Icebreaker
- Understanding your neighborhood - SWOT Analysis
- Developing Strategic Priorities

- Creating SMART Goals
- Idea Development – Time for participants for develop an action plan for goal achievement

SWOT Analysis

We began our day with group discussion using the SWOT Analysis framework. 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.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Dedicated HOA Board members both seasoned and new • Great partnership with CMPD • National Night Out participation • Board takes a holistic leadership approach to serve the community and address resident needs • HOA board puts a strong emphasis on community safety and beautification • Adding new talent to the board 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Traffic and speeding in the neighborhood • Congested street parking specifically on Sonoma Valley Dr. • Lack of traffic calming devices • Lack of resources for mental health needs • Trespassers using neighborhood amenities without permission • Difficulty keeping the neighborhood pool open through the COVID-19 Pandemic • Large scale investors shifting the residential culture of the neighborhood
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Additional townhomes to be built expected in the next 2-5 years • Increased home value with development • Development may bring additional traffic calming devices to the area • Community pool upgrades upcoming • Looking at upgrading 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Lack of affordable housing/displacement • Predatory home buying • Community continues to grow without the proper infrastructure in place to support growth • Planned development of gas station may increase crime and litter • Large scale investment shifting the planned family community culture

Strategic Priorities

After completing the SWOT analysis, participants began to brainstorm 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:

- Community safety and appearance including asphalt repair on parking lot
- Increased police presence to promote safety
- Community Benefits agreements hearings with developers
- Advocating for traffic calming
- Increased community engagement
- Visitor parking spaces
- Pool repairs and upgrades
- Fixing “the wheel” on community clubhouse

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.

2022 Neighborhood Board Retreat Summary

Cedar Mill Homeowners Association

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



IN 2022-2023, 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	Potential Resource Categories of Interest
Apply for a neighborhood matching grant to update/repair community pool by September 2022	Neighborhood Improvement
As a board, meet with developers to negotiate community benefits agreements, including the installation of a traffic signal on Mt. Holly Rd in the next 30 days	Board Organization
Assess the cost of repairing “the wheel” at the community clubhouse and implement a repair plan in the next 90 days.	Neighborhood Branding

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

Aisha Sabur, Northwest Community Engagement Liaison	Randy Harris, Northwest Community Engagement Manager
aisha.abdussabur@charlottenc.gov	randy.harris@charlottenc.gov

