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2016 NEIGHBORHOOD BOARD RETREAT

Cherry

Hosted by City of Charlotte Neighborhood & Business Services at UNC Charlotte Center City
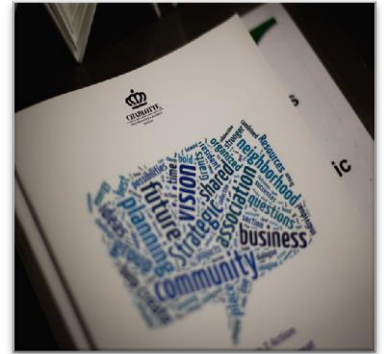
Background

On Saturday, July 16th, 2016, the board members of the Cherry Neighborhood participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at UNC Charlotte Center City. The following board members participated in the retreat:

- Carolyn Shaw
- Rosalyn Jacobs

- Michael Rainey
- Christie Low

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 our completed Vision to Action Idea Development Plan Workbook with our NMG request. This credit will expire following the September 1, 2017 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?
• BEST: Friendly neighborhood with block parties with live music and potluck dinners • WORST: Crime, Cherry CDC past practices, vagrants, young vs. old gap, Cherry Neighborhood Association inclusion	• Why? Location, walkable, history and diversity	• Enable long-term residents to stay or move back in through affordable housing • More community engagement • More bike friendly • Have improved technology access

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:

A unified Cherry will sustain as a racially and economically diverse community that honors our proud history.

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:
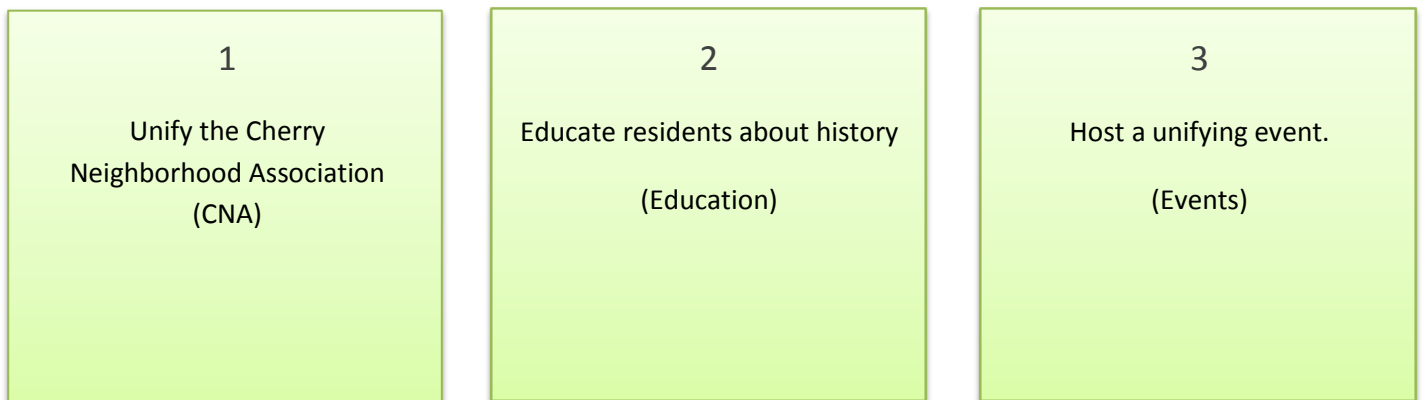
- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
    o Current action items getting you closer to our vision.
    o Possible priorities/actions items to get us closer to our vision.
- Place the 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:

- Events
- Cherry Neighborhood Association
- Policy/Government
- Neighbors
- Education

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	2	3
Unify the Cherry Neighborhood Association (CNA)	Educate residents about history (Education)	Host a unifying event. (Events)

Action Items for 2016-2017 The three activities selected as most impactful toward achieving our strategic priorities are activities in 2016-2017 are:

Have a facilitated discussion for the CNA (October/November 2016).

Have a business member spotlight at meetings (August 2016)

Post on facebook/NextDoor history snippits for new neighbors (immediately)

History night @ Morgan School (September 2016/Oct. 2016)

Host a Holiday Tree Lighting (Dec. 2016) at the corner where the Xmas Lights are

Meet and Greet Block Party (Summer 2017)

Cherry Neighborhood

OUR VISION:

A unified Cherry will sustain as a racially and economically diverse community that honors our proud history.

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

1	2	3
Unify the Cherry Neighborhood Association (CNA)	Educate residents about history (Education)	Host a unifying event. (Events)

IN 2016-2017, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITES:

Have a facilitated discussion for the CNA (October/November 2016).

Have a business member spotlight at meetings (August 2016)

Post on facebook/NextDoor history snippits for new neighbors (immediately)

History night @ Morgan School (September 2016/Oct. 2016)

Host a Holiday Tree Lighting (Dec. 2016) at the corner where the Xmas Lights are

Meet and Greet Block Party (Summer 2017)

SELECTED PROJECT: Business and Member Spotlight for first couple of minutes (ASAP)

- Board members will reach out to new businesses and neighbors and coordinate with leadership to have a spotlight on the agenda where each month someone new can speak and highlight what they provide or can provide to the neighborhood.
- To accomplish this – Michael will take the first step in talking to CNA leadership)

SELECTED PROJECT: Facilitated Discussion for neighborhood (October and November 2016)

- Team will identify community specialist (Eugene Bradley) and work with them on the coordination and planning of a facilitated discussion
- Michael will work on getting buy-in from other board members
- Team will also help to canvas the neighborhood and get buy-in from other residents.

SELECTED PROJECT: Holiday Tree Lighting (Event) (December 2016)

- Location is the corner of Baxter and Baldwin
- Contact King's Drive Farmer's Market for Xmas Tree
- Get new lights for the pole (Michael)
- Use local churches for carols
- Work with Dunkin Donuts for hot chocolate

SELECTED PROJECT: Meet and Greet Block Park (Event) (Summer 2017)

- Contact Neighborhood and Business Services to get several departments involved: Fire Department, Police, Code Enforcement (Roy and Charles)
- Contact local businesses for potential sponsors

SELECTED PROJECT: History Blasts (Immediately) (done by Rosalyn)

- Use facebook and Nextdoor page to post facts, pictures, stories of history
- These should include pictures when possible

SELECTED PROJECT: History Night at the Morgan School (September/October 2016)

- Work with Eugene to reserve the Morgan School
- Reach out the longtime neighbors and residents for storytelling (Michael)
- Work with Tom Hanchett
- Locate documentary (Michael)

SELECTED PROJECT: History Walking Tour (Spring 2017)

- Work with Tom Hanchett to set the route
- Work with neighbors to get stories and history (Michael)

Please list any parking lot issues or items here:

Building affordable housing

Influencing public policy so that people could stay in their houses – keeping them affordable

Resources to Get Started- You've rolled up your sleeves and established your vision. The following resources may assist your organization in achieving your goals. Links and contact information are provided for information only and are subject to change. This list can be used in conjunction with the amazing list of next steps you identified on page 7.

Project	Getting Started	Resources
Project #1 Have a facilitated discussion for the CNA (October/November 2016).	See p. 7	**Neighborhood association toolkit:** https://www.providenceri.com/efile/101 **Meet with City of Charlotte staff who serve your neighborhood:** http://charmeck.org/city/charlotte/nbs/about/serviceareas/Pages/default.aspx **Nextdoor: Create a private social network for your neighborhood:** https://nextdoor.com/about_us/ **Yard Signs: Make signs to announce meetings with FastSigns ® Reusable Yard Signs:** http://www.fastsigns.com/sg-yard-signs/Yard-Signs **Mail Chimp: Free online newsletter creator to announce events:** www.mailchimp.com **Meetings tips for neighborhoods:** http://nacok.org/association-tools/effective-meetings/ http://www.neighborhoodlink.com/article/Association/Effective_Meeting_Agenda **Doodle to aid in scheduling meetings:** http://doodle.com/ **Canva to create visuals:** https://www.canva.com/ **Increase neighborhood participation:** http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/
Project #2 Have a business member spotlight at meetings (August 2016) .	See p. 7	Highlight participating business/members on business association website: Offer participating members an opportunity to be showcased on the City of Charlotte's CharlotteBusinessResources.com website. Business(es) will be highlighted via a "Business Spotlight" photo prominently displayed in the home page "slider." In addition to tweets and Facebook posts about the business, an interview with the business will be a featured blog. Contact Christi Floyd (cfloyd@charlottenc.gov) for more details on how this can work for Cherry. • Give a discount to those who pay early dues • Mention those who have already paid their dues on website/newsletter • Recognize people who have paid dues in a community meeting
Project #3 Post on facebook/NextDoor history snippits for new neighbors (immediately)	See p. 7	**Digital Resources for Neighborhoods:** http://digitalcharlotte.org/ **Best practices for growing your Nextdoor participation:** https://help.nextdoor.com/customer/portal/topics/350841-inviting-your-neighbors/articles
Project #4 History night @ Morgan School (September 2016/Oct. 2016)	See p. 7	**Neighborhood Event Planning Toolkit:** http://www.sdsynod.org/wp-content/uploads/2012/05/Block-Party-Kit.pdf **Charlotte Department of Transportation for information on street closure procedures and approval:** http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx **Charlotte-Mecklenburg Police Department for sound permits:** http://charmeck.org/city/charlotte/CMPD/Pages/default.aspx **More information on National Night Out:** https://natw.org/ **Wells Fargo offers grants that support projects that revitalize and stabilize communities:** https://www.wellsfargo.com/about/charitable/nc_guidelines

		Neighborhood Matching Grants (NMG): Charlotte's NMG Program can provide grants to eligible neighborhood organizations for community events. To determine eligibility or to review program details please visit http://charlottenc.gov/nmg or call 704-336-3380.
Project #5 Host a Holiday Tree Lighting (Dec. 2016) at the corner where the Xmas Lights are		**Neighborhood Event Planning Toolkit:** http://www.sdsynod.org/wp-content/uploads/2012/05/Block-Party-Kit.pdf **Charlotte Department of Transportation for information on street closure procedures and approval:** http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx **Charlotte-Mecklenburg Police Department for sound permits:** http://charmeck.org/city/charlotte/CMPD/Pages/default.aspx **More information on National Night Out:** https://natw.org/ **Wells Fargo offers grants that support projects that revitalize and stabilize communities:** https://www.wellsfargo.com/about/charitable/nc_guidelines **Neighborhood Matching Grants (NMG):** Charlotte's NMG Program can provide grants to eligible neighborhood organizations for community events. To determine eligibility or to review program details please visit http://charlottenc.gov/nmg or call 704-336-3380.
Project #6 Meet and Greet Block Party (Summer 2017)		**Neighborhood Event Planning Toolkit:** http://www.sdsynod.org/wp-content/uploads/2012/05/Block-Party-Kit.pdf **Charlotte Department of Transportation for information on street closure procedures and approval:** http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx **Charlotte-Mecklenburg Police Department for sound permits:** http://charmeck.org/city/charlotte/CMPD/Pages/default.aspx **More information on National Night Out:** https://natw.org/ **Wells Fargo offers grants that support projects that revitalize and stabilize communities:** https://www.wellsfargo.com/about/charitable/nc_guidelines **Neighborhood Matching Grants (NMG):** Charlotte's NMG Program can provide grants to eligible neighborhood organizations for community events. To determine eligibility or to review program details please visit http://charlottenc.gov/nmg or call 704-336-3380.

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

Millicent Powell, Community Engagement Specialist	Eugene Bradley, Community Engagement Lead
mpowell@charlottenc.gov or 704-432-6814	ebradley@charlottenc.gov or 704-432-1579