# CHARLOTTE℠

# 2015 NEIGHBORHOOD BOARD RETREAT

# Clanton Park

**Hosted by City of Charlotte Neighborhood & Business Services at CPCC Main Campus**

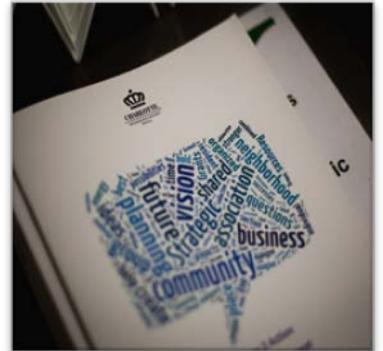## Clanton Park

## 2015 Board Retreat

### Background

On Saturday, February 7th 2015, the board members of the Clanton Park Community participated in a board retreat facilitated by the City of Charlotte, hosted at CPCC's Main Campus.  The following board members participated in the retreat:

- Ken Raley
- Cynthia Ward
- Hattie Crawford

- Patricia Hornsby

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.

| 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? |
|---|---|---|
| • Different President<br>• Board not as active<br>• Dilapidated Properties<br>• No resources<br>• No community sign<br>• Different community areas | • New Greenway<br>• Clanton Park Pavilion<br>• Involved Community<br>• Active Board<br>• Community Police Officer, code enforcement involvement<br>• More resources<br>• Mentoring in school<br>• Voting participation<br>• Bicycle friendly<br>• | • Zero Crime<br>• Paying HOA membership Dues voluntarily<br>• More home ownership<br>• More involved residents<br>• Property owner, renters, management CHA to be more involved<br>• Providing more education resources and activities<br>• More resources for 55 and older residents |

## 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:
>
> We are an example community for Charlotte through promotion of homeownership, collaboration with our home schools and service community. It is this vision that draws families and business to our community.

## 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:

- Education
- Website
- HOA

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 HOA | 2 Website | 3 Education |
|-------|-----------|-------------|

## Action Items for 2014-2015

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

Partnership with local business for giveaways; collect member dues

Website:

Positive advertisement information on Clanton Park and surrounding area

Education:

Resources for home ownership, seniors and parents

**Clanton Park Community**

## OUR VISION:

We are an example community for Charlotte through promotion of homeownership, collaboration with our home schools and service community. It is this vision that draws families and business to our community

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

| 1<br><br>HOA | 2<br><br>Education | 3<br><br>Website |
|:---:|:---:|:---:|

**IN 2014-2015, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:**

Develop partnerships with local businesses for giveaways; collect member dues

Website:

Positive advertisement information on Clanton Park and surrounding area

Education:

Resources for home ownership, seniors and parents

| 12 new paying members in 6 months and 24 new paying members in 12 months | 3 months designed, history and pictures; 6 months up and running | 1 workshop a quarter; total 3 for the remainder of the year |
|---|---|---|

# Resources to Get Started

| Project | Getting Started | Resources |
|---|---|---|
| **Project #1** Develop partnerships with local businesses for giveaways; collect member dues | • Learn about how to develop relationships with surrounding businesses | **Why businesses should partner with surrounding neighborhoods:** https://www.portlandoregon.gov/oni/article/174358<br><br>**Tips on developing business partnerships with neighborhood associations:** https://www.portlandoregon.gov/oni/article/174358 |
| | • Consider alternative ways to raise funds for your community | **Neighborhood fundraiser ideas:** http://www.useful-community-development.org/how-to-fundraise.html<br><br>**More fundraising ideas:** http://www.ehow.com/way_5208916_fundraising-ideas-neighborhood-association.html |
| **Project # 2** Website:<br><br>Positive advertisement information on Clanton Park and surrounding area | • Website builders | **Website builders:**<br><br>http://www.doodlekit.com/home/hoa_websites<br><br>https://www.hoa-express.com/<br><br>**Consider creating a Facebook page for your neighborhood (it's FREE):**<br><br>www.facebook.com |
| | • Consider applying for a Neighborhood Matching Grant for a community branding initiative | **Neighborhood Matching Grants Program** http://www.charmeck.org/city/charlotte/nbs/communityengagement/nmg/Pages/default.aspx<br><br>Atalie Zimmerman – NMG Program Coordinator azimmerman@charlottenc.gov 704-336-4594 |
| | • Get tips on branding your neighbhorhood | **How to Brand Your Neighborhood:** http://www.communityprogress.net/tool-3--marketing-the-neighborhood-pages-278.php<br><br>**More Neighborhood Branding Tips**: http://www.stablecommunities.org/sites/all/files/documents/Branding%20and%20Marketing%20Presentation%20CS%20Forum%2012_11_12.pdf http://www.neighborhoodnotes.com/news/tag/neighborhood_branding/ |

| Project #3 | • Learn more about housing resources | **Mecklenburg County Housing Coalition:** http://charmeck.org/city/charlotte/nbs/housing/housingcoalition/Pages/Resources.aspx **Additional housing resources:** http://charmeck.org/city/charlotte/nbs/housing/Pages/additionalResources.aspx |
|---|---|---|
| Education:  Resources for home ownership, seniors and parents | • Invite someone to speak about resources for seniors at a neighborhood meeting | **Contact Charlotte-Mecklenburg Senior Centers to learn more about their educational programs and activities**: http://www.cmseniorcenters.org/ **Reach out to Need A Speaker:** http://charmeck.org/speakersbureau/Pages/default.aspx |
| | • Request a speaker to attend a neighborhood meeting to talk about issues around parenting and youth | **CMS Parent University offers parenting classes:** http://www.cms.k12.nc.us/parents/ParentUniv/Pages/default.aspx **Youth and Family Services:** http://charmeck.org/mecklenburg/county/dss/admin/Pages/YouthandFamilyServicesDivision.aspx **Family Resources Toolkit** http://charmeck.org/city/charlotte/CRC/Documents/FamilyResources.pdf |

**Parking Lot**

**The Charlotte-Mecklenburg Library offers grant-writing workshops:**
http://www.cmlibrary.org/Locations/nonprofitresource.asp
Additional grant resources:
http://www.cmlibrary.org/Locations/nonprofitresourcelinks.pdf

https://www.guidestar.org/rxa/news/articles/2006/grant-writing-101-resources-for-grant-writers.aspx

**Tips for writing a sponsorship letter:**
http://www.better-fundraising-ideas.com/fundraising-letters.html
Samples of sponsorship letters:
http://www.buzzle.com/articles/sponsorship-letters-examples.html

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