



NEIGHBORHOOD BOARD RETREAT



February 08, 2020

Clanton Park Association

Hosted by City of Charlotte Housing & Neighborhood Services at

Goodwill Opportunity Campus

Clanton Park Association 2020 Board Retreat

Background

On Saturday, February 08, 2020, the board members of the Clanton Park Association participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at the Goodwill Opportunity Campus. The following board members and/or community members participated in the retreat:

• Brenda Campbell	• Vinita Beavers
• Cynthia Ward	• Hattie Crawford
• RJ Harvey	• Faith Kinard

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 worksheets from the Neighborhood Board Retreat Participant Workbook (pages 14 – 17) with our NMG request. This credit will expire following the June 1, 2021 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?
<p>Positive</p> <ul style="list-style-type: none"> • Relationship developed with USPS • Newsletter • Community events (potluck, back 2 school) • Block captains • Residents would attend community meetings <p>Worst</p> <ul style="list-style-type: none"> • Mail carrier seriously injured 	<p>Why</p> <ul style="list-style-type: none"> • Central location close to (Uptown, Airport, South End) • Access to public transportation • Single family homes • Black & Minority neighborhood <p>Why not</p> <ul style="list-style-type: none"> • Area schools are underperforming 	<ul style="list-style-type: none"> • Full-service amenities (Dilworth) • Maintain history – not be pushed out • Develop sense of community pride (more people involved) • Communication between all 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: *Clanton Park is a strong, engaged community centered around family, history and diverse growth.*

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:

Fill in the categories (large Post-Its) and associated ideas/action items, adding and deleting bullet points as necessary.

- Category 1 (Community Engagement)
 - Membership Drive/National Night Out registration table
 - Membership Drive/Fraud event – Shredding event
 - Monthly Meeting/Offer incentive to residents to participate
 - Monthly Meeting/Create sub-committees to engage new members through active participation
 - Key Sources: City of Charlotte, Local Businesses (Merchant Association), Residents
- Category 2 (Beautification)
 - Community Pride/Sign Toppers
 - Community Clean Up/Assigned clean up every two weeks
 - Safety/Meet with arborist about older trees in neighborhood
 - Key Sources: Residents, Keep Charlotte Beautiful, Code enforcement, Non-profits
- Category 3 (Marketing)
 - Meeting Announcements/Yard Signs promoting monthly meeting in neighborhood
 - Branding Items/Items with Clanton Park logo as promo giveaway for becoming a member
 - Informing Residents/Monthly Newsletter
 - Key Sources: Residents, Queens University, NMG

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 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. 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.



2020 Neighborhood Board Retreat Summary

Clanton Park Association

OUR VISION: *Clanton Park is a strong, engaged community centered around family, history and diverse growth.*

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

1

Increase Community Engagement

2

Instill Community Pride

3

Marketing for Engagement

IN 2020-2021, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

Create Welcome to Clanton Park Kit by June 2020

Is this goal SMART? Yes

Connect with an arborist by the end of March 2020 to discuss concerns about neighborhood trees

Is this goal SMART? Yes

Develop survey to assess community needs by June 2020

Is this goal SMART? Yes

Please list any parking lot items or additional activities beyond the initial 3 here.

Obtain rental housing data for the neighborhood

Housing data, to include percentage of renters, is available in the Quality of Life report: <https://mcmmap.org/qol/>

Concerns about neighborhood trees

Learn more about trees here:

<https://charlottenc.gov/GS/asset/LandscapeManagement/Trees/Pages/TreeFAQ.aspx>.

<https://charlottenc.gov/HNS/CE/CommunityInfo/Pages/NeighborhoodTrainingPrograms.aspx> - Beautification/Trees and Landscaping

You may also contact the Keep Charlotte Beautiful Program Manager at 704.432.4802.

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
Create Welcome to Clanton Park Kit by June 2020.	Welcoming & Engaging Neighbors; Branding
Connect with an arborist by the end of March 2020 to discuss concerns about neighborhood trees.	Beautification; Environment
Develop survey to assess community needs by June 2020.	Community Engagement

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

Chad Martin, Southwest Community Engagement Liaison	Millicent Powell, Southwest Community Engagement Manager
chad.martin@charlottenc.gov or 704-432-1579	mepowell@charlottenc.gov or 704-432-6814

