



# **NEIGHBORHOOD BOARD RETREAT**



**August 20, 2022**

**Clanton Park Association**

**Hosted by City of Charlotte Housing & Neighborhood Services**

## Clanton Park Association

### 2022 Board Retreat

#### Background

On Saturday, August 20, 2022, members of the **Clanton Park Association** participated in the Neighborhood Board Retreat hosted by the City of Charlotte at Central Piedmont Community College. The following board members and/or community members participated in the retreat:

- RJ Harvey
- Brenda Campbell
- Deborah Brewer

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 the quality of life in the neighborhood
- 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, the board earned up to \$1,500 toward volunteer hours required for the Neighborhood Matching Grant (NMG) to help execute one of the projects listed below.

To receive this credit, neighborhood organizations will submit a copy of the Developing Your Ideas worksheet with their NMG request. This credit will expire following the March 1, 2024, NMG application deadline.

#### Process

The board retreat was conducted by trained facilitators tasked to keep conversations on-task, productive, and focused on achievable objectives. The process was designed to build on the organization's current strengths, identify opportunities, and create a short-term vision for the neighborhood. The focus was:

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

The agenda for the day was as follows:

- Welcome & Overview
- Introductions
- Group Agreements
- SOAR Model (includes QoL review)
- Conducting a SOAR Analysis
- Lunch/Networking
- SMART Goals
- Developing Your Ideas
- Participant Survey
- Wrap-up/Next Steps

### SOAR Analysis

The primary retreat activity was a group discussion using the SOAR analysis framework. The activity was intended to help participants reflect on:

- Their values
- The best things about the community and the people who live there
- Past successes
- Potentials and possibilities

Our discussion helped us to find commonalities in our conversations.

<b>Strengths</b>	<b>Opportunities</b>
<ul style="list-style-type: none"><li>• Communication</li><li>• Unity</li><li>• Legacy</li><li>• Love</li><li>• Trust</li><li>• Focus</li><li>• Transparency</li><li>• Awareness of the community</li><li>• Active</li><li>• Proximity to park</li><li>• Engagement</li></ul>	<ul style="list-style-type: none"><li>• Storytelling to create succession planning</li><li>• Partnership with the City of Charlotte</li><li>• YMCA</li><li>• Small businesses in the community- Increasing relationships</li><li>• Mobilize community</li></ul>

After identifying the organization's strengths and opportunities, participants began to brainstorm aspirations for their neighborhood. These aspirations will serve as short-term goals for the organization. This is where participants began to define priorities for their neighborhood.

Participants generated a list of aspirations and then narrowed that list down to three priorities. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

Aspirations	Results
<ul style="list-style-type: none"> <li>• People (Elderly)</li> <li>• Diverse Board</li> <li>• Self-Driven</li> <li>• Stability</li> <li>• Targeted recruitment</li> <li>• SOP/ Blueprint- metrics of success</li> </ul>	<ul style="list-style-type: none"> <li>• Sourcing metrics</li> <li>• Partners</li> </ul>

## Results

Three aspirations were agreed upon by the group. These aspirations will serve as the organization's strategic priorities for the next twelve months. Participants then identified a desired result for each priority that they felt would be most impactful.

**Aspiration 1:** Develop a SOP for board development and community engagement

**Desired Result:** SOP/ succession planning

**Aspiration 2:** Define and target partnerships

**Desired Result:** Clarity asks from partners and desired outcomes

**Aspiration 3:** Targeted recruitment

**Desired Result:** Diverse board and participation

The strategic priorities and activities are summarized on the following page.

## 2022 Neighborhood Board Retreat Summary

### Clanton Park Association

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

1

Develop a SOP for board development and community engagement.

2

Define and target partnerships

3

Targeted recruitment

IN THE NEXT 12 MONTHS, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR ASPIRATIONS:

Define board roles and responsibilities by November 2022

Meet with the YMCA to discuss how to increase participation in youth related programs and activities by October 2022

Each current board member recruit one new community member to attend the October 2022 board meeting.



**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
<p><i>Board Development:</i> Define board and committee roles and responsibilities by November 2022 <b>Lead(s): RJ Harvey</b></p>	<p><a href="#">Community Engagement Training on Demand</a> and <a href="#">Neighborhood Training &amp; Resources</a>.</p>
<p><i>Partnerships:</i> Meet with the YMCA to discuss how to increase participation in youth related programs and activities by October 2022 <b>Lead(s): Brenda Campbell</b></p>	<p><a href="#">Neighborhood Training &amp; Resources</a></p>
<p><i>Community Engagement:</i> Each current board member recruit one new community member to attend the October 2022 board meeting <b>Lead(s): Deborah Brewer</b></p>	<p><a href="#">Community Engagement Training on Demand</a></p>

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

Chad Martin, Service area Community Engagement Liaison	Millicent Powell, Service Area Community Engagement Manager
chad.martin@charlottenc.gov (704-432-1579)	millicent.powell@charlottenc.gov (704-432-6814)

## DEVELOPING YOUR IDEAS

**Priority: Targeted recruitment**

<p><b>1. What is the purpose of this project?</b> Community Tour (history/legacy/action)</p>
<p><b>2. Are there similar projects within the community that could provide synergy, partnership potential or lessons learned?</b> CLT Walks/Local businesses/Park &amp; Rec/Neighbor Works/ Michael Moore (historian)/ Hannah Hasan (storyteller)</p>
<p><b>3. What would be a successful outcome of completing this project? How will we measure success?</b> A successful outcome would be to have a story from one family from each street (26). Success will be measured by revenue generated and community engagement.</p>
<p><b>4. What are the benefits to the community? The community will benefit from the following</b></p> <ul style="list-style-type: none"><li>• Pride</li><li>• Safety</li><li>• Increase relationships w/partners (trust, collaboration, respect)</li><li>• Resources</li><li>• Generated money into business</li><li>• Health initiatives</li></ul>
<p><b>5. What are your strategies, first steps and what resources do we need to make it happen? (in-kind donations, grants, partnering organizations, volunteers, technical expertise)</b></p> <ul style="list-style-type: none"><li>• Timeline- quarterly</li><li>• Collect the history</li><li>• List partners; engage w/partners</li><li>• Create budget</li><li>• Staff (volunteers) - interns</li><li>• Accommodations (hearing and vision impaired)</li><li>• A/V equipment/ticket sales</li><li>• Branding (PR/Media)</li></ul>
<p><b>Point Person/Action Team:</b> RJ</p>
<p><b>Timeframe or Proposed schedule:</b> Spring/Summer 2023</p>