



**February 08, 2020**

**East Charlotte Coalition of Neighborhoods**

Hosted by City of Charlotte Housing & Neighborhood Services at

Goodwill Opportunity Campus

## East Charlotte Coalition of Neighborhoods 2020 Board Retreat

### Background

On Saturday, February 08, 2020, the board members of the East Charlotte Coalition of Neighborhoods 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:

• Mimi Davis	• Diane Langevin
• Debbie Dryden	• Aleta Horton
• Pamela Foxx	

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.

<b>Where We Were:</b> Reflecting on our past, what were some of the best/worst moments?	<b>Where We Are:</b> Why would or wouldn't a person/business want to move into our community?	<b>Where We Want to Be:</b> If you could make 3 wishes to make our community flourish, what would they be?
<p><b>Best Moments</b></p> <ul style="list-style-type: none"> <li>• Meaningful group</li> <li>• Shared voice</li> <li>• People felt connected</li> <li>• Civic pride</li> <li>• Community garden</li> <li>• Collaboration w/ schools</li> </ul> <p><b>Worst Moments</b></p> <ul style="list-style-type: none"> <li>• Lack of youth participation</li> <li>• Losing the Sandee Road proposal</li> <li>• Lack of CMPD accountability after shooting</li> <li>• Feeling isolated</li> </ul>	<p><b>Would</b></p> <ul style="list-style-type: none"> <li>• East Charlotte is getting organized</li> <li>• Diversity</li> <li>• Affordable</li> <li>• Nice homes with big lots</li> <li>• Safe</li> <li>• Workforce</li> <li>• Eastland potential</li> </ul> <p><b>Would Not</b></p> <ul style="list-style-type: none"> <li>• Economic inequality</li> <li>• Feel ignored by City of Charlotte</li> <li>• Need more jobs</li> <li>• Participation</li> <li>• Apathy</li> <li>• Schools</li> <li>• Lack of amenities</li> <li>• East development affects</li> </ul>	<ul style="list-style-type: none"> <li>• Improve communication with City</li> <li>• Transportation improvements &amp; walkability</li> <li>• Cultural emphasis</li> <li>• School improvement</li> <li>• More (and better) jobs</li> <li>• Art</li> <li>• Control over development</li> </ul>

## 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:** *The vision of ECCON is to unite neighborhoods in East Charlotte around goals of increasing the quality of life, improving property values, and establishing a strong voice throughout Charlotte.*

## 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.

- Communication
  - Develop communications plan
  - Engage new primary contacts
- Arts/Culture
  - Arts for children
  - Attract quality venues
  - Bring entertainment establishments
- Participation
  - Increase participation
  - Work with schools

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**

**East Charlotte Coalition of Neighborhoods**

**OUR VISION:** *The vision of ECCON is to unite neighborhoods in East Charlotte around goals of increasing the quality of life, improving property values, and establishing a strong voice throughout Charlotte.*

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

1

Communication

2

Communication

3

Participation

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

By June 2020, create a comprehensive communication strategy.

Is this goal SMART? Yes

By end of 2020, engage at least 15 new primary contacts from neighborhoods and apartment complexes (not already on our distribution list).

Is this goal SMART? Yes

Assist 3 ECCON neighborhoods with establishing a meaningful partnership with a local elementary school by May 2021.

Is this goal SMART? Yes

**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
<b>By June 2020, create a comprehensive communication strategy</b>	Communication
<b>By end of 2020, engage at least 15 new primary contacts from neighborhoods and apartment complexes (not already on our distribution list)</b>	Communication
<b>Assist 3 ECCON neighborhoods with establishing a meaningful partnership with a local elementary school by May 2021</b>	Participation/Partnership

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

Charlenea Duncan, Northeast Community Engagement Manager
<a href="mailto:csduncan@charlottenc.gov">csduncan@charlottenc.gov</a> or 704-336-2173

