



NEIGHBORHOOD BOARD RETREAT



August 20, 2022

Farmington Owners Association

Hosted by City of Charlotte Housing & Neighborhood Services

Farmington Owners Association

2022 Board Retreat

Background

On Saturday, August 20, 2022, members of the **Farmington Owners 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:

- Jeffrey Simpson
- Robert Shephard
- Jeffrey Nichols
- Natalie McLeod

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.

Strengths	Opportunities
<ul style="list-style-type: none">• Board diversity and commitment• Working class community• Farmington common space• Increase owner engagement• Amendments passed (privacy fences & assessment)	<ul style="list-style-type: none">• Partnerships: CFD, Vision Zero, NMG, property management, legal team, network with other neighborhood boards• Reframe: renter engagement, corporate owner rentals• Needs/Wants: Tools to better communicate, help with setting expectations & training for community engagement• Growth: activities to engage resident volunteerism

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"> • Training for board in community engagement • Communications • Community Events • Pride • Unity • Community 	<ul style="list-style-type: none"> • Attendance (maintain 20% in first year) • Host 2 or more events per year • 4 of 7 board members complete Community Engagement training • Complete application for NMG by fall 2022 • Response

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: Training for board in community engagement

Desired Result: Training to help board better engage community members

Aspiration 2: Training and tools to better communicate with residents

Desired Result: Increase engagement through website, newsletter, email, social media

Aspiration 3: Community Events

Desired Result: To increase community member involvement and volunteering efforts

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

2022 Neighborhood Board Retreat Summary

Farmington Owners Association

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

1

Training for Farmington Board Members

2

Improve Communication

3

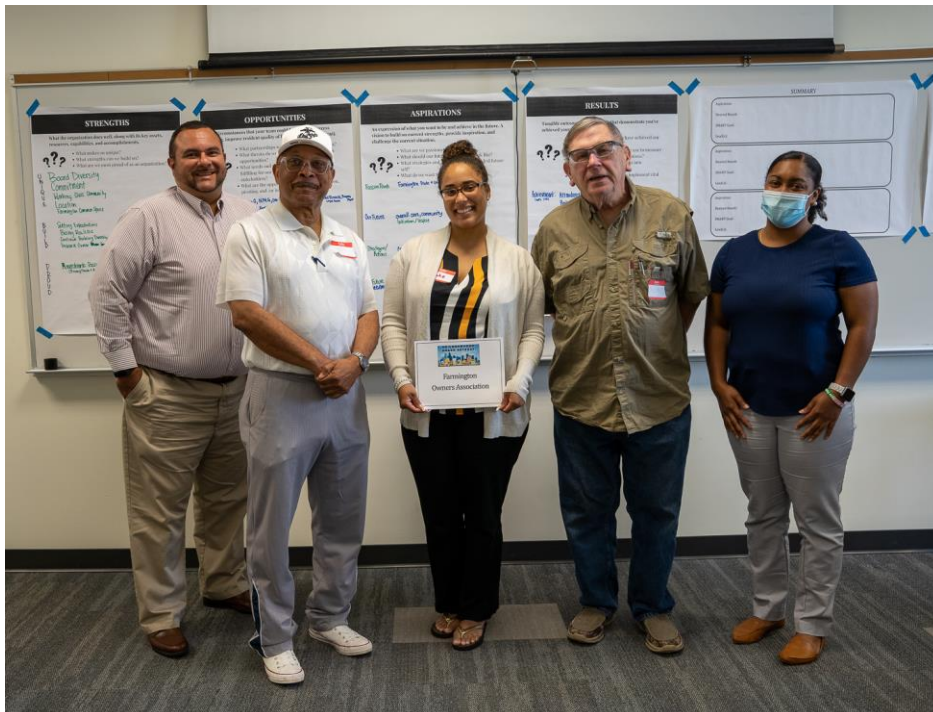
Community Events

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

Four of seven board members complete community engagement training by Q1 2023.

Beginning August 2022, increase communication efforts by updating website (monthly), building social media presence (ad hoc), creating a quarterly newsletter, disseminating flyers for upcoming events.

Host 2 events per year (fall festival 2022 & spring 2023 event).



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>Board Development: Four of seven board members complete community engagement training by Q1 2023. Lead(s): Jeff</p>	<p>Community Engagement Training on Demand; Neighborhood Training & Events</p>
<p>Communication: Beginning August 2022, increase communication efforts by updating website (monthly), building social media presence (ad hoc), creating a quarterly newsletter, disseminating flyers for upcoming events. Lead(s): Natalie McLeod</p>	<p>Community Engagement Training on Demand</p>
<p>Community Engagement: Host 2 events per year (fall festival 2022 & spring 2023 event). Lead(s): Jeff & Board Members</p>	<p>Neighborhood Matching Grant</p>

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

Randy Harris, Service Area Community Engagement Manager

randy.harris@charlottenc.gov (704-432-2433)

