



**August 20, 2022**

**Freeland Park Neighborhood Association**

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

# Freeland Park Neighborhood Association

## 2022 Board Retreat

### Background

On Saturday, August 20, 2022, members of the **Freeland Park Neighborhood 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:

- Alyce Kelly
- Cathalene Belton
- Reign Grey
- Anita Zarey
- Shantel Robinson
- Janet B. Jackson

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>• Good at coming together</li><li>• Neighbors know each other</li><li>• Established neighborhood</li><li>• Growth</li><li>• Southern charm</li><li>• Still has lots of trees</li><li>• Historical</li><li>• Lots of Land</li><li>• Lots of Opportunity</li><li>• Partnership w/CMPD (Officer Montgomery)</li></ul>	<ul style="list-style-type: none"><li>• Chance to tell their stories</li><li>• Partner w/apartment complexes (Novell), churches, new businesses (breweries)</li><li>• New relationship with the City of Charlotte</li><li>• Homeless services needed</li><li>• Partnership between neighborhood association &amp; Presbyterian church</li><li>• ADU's</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>• To become a formal neighborhood association</li> <li>• To be seen as a viable neighborhood &amp; source for residents</li> <li>• Neighborhood branding</li> <li>• Recognized as a source of rich charlotte history &amp; to have it documented</li> <li>• Dues, formal officers, includes local faith communities 7 businesses</li> <li>• Mission statement</li> <li>• Community yard sale, trunk or treat, and more community events</li> <li>• Partnerships</li> <li>• Meet &amp; Greet</li> <li>• Security</li> <li>• Neighborhood Directory</li> </ul>	<ul style="list-style-type: none"> <li>• Formal meetings</li> <li>• Sign toppers/designations</li> <li>• Increased participation in existing community events</li> <li>• Formal relationship w/CMPD &amp; access to more security tools &amp; measures (ex: cameras)</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:** To become more formalized.

**Desired Result:** Structure, meeting cadence, members, etc....

**Aspiration 2:** To be recognized as Freeland Park; a community rich in historical significance.

**Desired Result:** For people across the city to know Freeland Park. To be recognized & acknowledged.

**Aspiration 3:** Partnerships

**Desired Result:** More partners yielding more resources.

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

## 2022 Neighborhood Board Retreat Summary

### Freeland Park Neighborhood Association

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

**1**

To become more formalized.

**2**

To be recognized as Freeland Park; a community rich in historical significance

**3**

Partnerships

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

Set bylaws and meeting schedule for Freeland Park by March 31, 2023

Update Facebook page & create a neighborhood association flyer by end of 2022

Two new partners at community events by August 2023



**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>Community Engagement:</i> Set bylaws and meeting schedule for Freeland Park by March 31, 2023. <b>Lead(s): Anita Zarey &amp; Reign Grey</b></p>	<p><a href="#">Community Engagement Training on Demand</a></p>
<p><i>Community Engagement:</i> Update Facebook page &amp; create a neighborhood association flyer by end of 2022. <b>Lead(s): Anita Zarey &amp; Alice Kelly</b></p>	<p><a href="#">Community Engagement Training on Demand</a> - Social Media for Neighborhoods</p>
<p><i>Community Engagement:</i> Two new partners at community events by August 2023. <b>Lead(s): Janet B. Jackson &amp; Reign Grey</b></p>	<p><a href="#">Neighborhood Training &amp; Resources</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)

