July 14, 2018

Garden Park/Northwood Park/Northwood Hills

Hosted by City of Charlotte Housing & Neighborhood Services at
Central Piedmont Community College
Background

On Saturday, July 14, 2018, the board members of the Garden Park/Northwood Park/Northwood Hills participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at Central Piedmont Community College. The following board members and/or community members participated in the retreat:

- Greg Austin
- Linda Green
- Cubie Spalding
- Eunice Pharr
- Rachel Proctor
- Jarrod Jones
- Thomas Green

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. More information on the grant program can be found online at http://charlottenc.gov/nmg.

To receive this credit we’ll submit our completed Vision to Action Idea Development Plan Workbook with our NMG request. This credit will expire following the September 1, 2019 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.

<table>
<thead>
<tr>
<th><strong>Where We Were:</strong> Reflecting on our past, what were some of the best/worst moments?</th>
<th><strong>Where We Are:</strong> Why would or wouldn’t a person/business want to move into our community?</th>
<th><strong>Where We Want to Be:</strong> If you could make 3 wishes to make our community flourish, what would they be?</th>
</tr>
</thead>
</table>
| Positive:  
- Halt the pass-through in the community  
- East/West Coalition project success  
- Murder in the community  
- Cookouts, picnics and attic sales  
- Northwoods community pool  | Positive:  
- Great neighbors  
- Clean  
- Long-term residents  
- Close proximity to amenities (close to Uptown)  
- Neighborhood association meetings are well-attended  
- Peaceful  
- Diversity  
- Community park with garden  
- Youth engagement with A Male’s Place  | Keep neighborhood integrity intact  
- Beautification  
- More neighborhood involvement (engage apartment complex residents)  
- More diversity  
- Engage younger families  
- Improve communication  
- Facebook page  
- Encourage use of the community garden  
- More utilization of the park (special events)  
- Youth engagement (with youth from apartment complexes)  |
| Negative:  
- Murder in the community  | Negative:  
- Unsavory businesses  
- Aging population  |  |
**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:**

_Garden Park/Northwood Park/Northwood Hills will work together for a safer, thriving community that embraces change._

**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:

- **Social**
  - More individual/family involvement in community activities
  - Invite other neighborhoods to our community periodically
  - Use our neighborhood park for cookout to engage youth from apartments
  - More social activities to bring neighborhood closer together

- **Beautification**
  - Neighborhood clean-up
  - New signs for neighborhood
  - Refurbish tennis courts/basketball courts
  - New playground equipment

- **Communication**
  - Encourage more residents to participate in neighborhood association
  - Involve apartment complexes in neighborhood association meetings
  - Survey community for ideas
  - Facebook page/website

- **Crime and Safety**
  - Neighborhood Watch
  - Maintain stable living environment

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 of 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.
Garden Park/Northwood Park/Northwood Hills

OUR VISION:

Garden Park/Northwood Park/Northwood Hills will work together for a safer, thriving community that embraces change.

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

1. Social
2. Beautification
3. Communication

IN 2018-2019, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Host major holiday events for neighborhood residents (1 per season, semi-annual events)
- Ex: Cinco de Mayo, fall festival, 4th of July, Kwanzaa/Christmas

Park Improvement Project:
- Basketball courts
- New Playground equipment
- Refurbish tennis courts
- To be completed in next year.

Build neighborhood website, Facebook page and create NextDoor group for neighborhood association within next 6 months.
Additional activities:

Develop neighborhood watch program for community.

- Learn about CMPD’s Neighborhood Watch program here:  

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.

<table>
<thead>
<tr>
<th>Project</th>
<th>Potential Resource Categories of Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host major holiday events for neighborhood residents (1 per season, semi-annual events)</td>
<td>Partnerships; Welcoming &amp; Engaging Neighbors</td>
</tr>
<tr>
<td>Park improvement project to be completed in the next year</td>
<td>Recreation</td>
</tr>
<tr>
<td>Build neighborhood website, Facebook page and create NextDoor group for neighborhood association within next 6 months.</td>
<td>Communication</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Cherie Grant, Northwest Community Engagement Liaison</th>
<th>Randy Harris, Northwest Community Engagement Manager</th>
</tr>
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<tbody>
<tr>
<td><a href="mailto:Cherie.Grant@charlottenc.gov">Cherie.Grant@charlottenc.gov</a> or 704-336-3322</td>
<td><a href="mailto:rharris@charlottenc.gov">rharris@charlottenc.gov</a> or 704-432-1579</td>
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