



NEIGHBORHOOD BOARD RETREAT



March 16, 2022

Gateway Plaza Condo Owners Association, Inc.

Hosted online by City of Charlotte Housing & Neighborhood Services

Gateway Plaza Condo Owners Association, Inc.

2022 Board Retreat

Background

On Wednesday March 16, 2022, members of Gateway Plaza Condo Owners Association, Inc. participated in the virtual Neighborhood Board Retreat facilitated by the City of Charlotte. The following board members and/or community members participated in the retreat:

- Roshan Davis
- Adam Raskoskie
- Drew Shayotovich
- Stephanie Wright
- Chris Malach
- Ben Urlich
- Jeff Beebe
- Officer Dunham

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
- 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)

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:

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

The agenda for the day was as follows:

- Introductions
- Icebreaker
- Understanding your neighborhood - SWOT Analysis
- Developing Strategic Priorities
- Creating SMART Goals
- Idea Development – Time for participants for develop an action plan for goal achievement

SWOT Analysis

We began our day reviewing the SWOT Analysis framework recently completed by our Board. 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

Our discussion helped us to find commonalities in our conversations.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• Building location• Newly formed executive board• Association Quarterly Newsletter• Enhanced communication with Owners and Residents• Recent capital improvements to include expanded surveillance, updated access control system and 1st/3rd hallway remodel with a modern aesthetic	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Negative curb appeal• Management company• Lack of building security/on-site concierge• Building age• Significant renter occupancy• Low involvement/limited responses from non-resident owners• Consistent loitering and noise complaints around 7-11
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Establish a coalition of buildings and community around Gateway Plaza• Development around building and Gateway area• Vendor Assessment and Review• Treasurer's "deep dive" into financials• Establish restaurant specials for residents• Wi-Fi- roof and pool	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Illegal activities in/around 7-11• Vagrants loitering and sleeping in public courtyard• Limited surveillance (interior/exterior)• Parking deck – car break-ins and limited surveillance in parking deck• New Gateway Transportation Center may bring more negative issues/bad behavior

Strategic Priorities

After completing the SWOT analysis, participants began to brainstorm 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. This activity led us to the following priorities/action items being identified as important within our community:

- Limit hours or shut down the 7-11 as a community nuisance
- Create a neighborhood coalition to include condo/business owners of nearby buildings to meet quarterly to discuss issues
- Onsite property management
- Business discounts/specials for residents
- Bring workers back to uptown
- Finish landscaping along the Gold line, return Trade Street to pre-construction status
- Find community partner/s to help support homeless population
- Work with Gateway Post to close off public access to courtyard between buildings

The three priorities 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.

2022 Neighborhood Board Retreat Summary

Gateway Plaza Condo Owners Association, Inc.

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

1

Limit 7-11's hours or shut them down completely as a community nuisance

2

Create a neighborhood coalition to include business/condo owners of nearby buildings to meet quarterly to discuss issues

3

Find a community partner to help us with challenges with people who are homeless

IN 2022-2023, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Track 7-11's citations and utilize communication with 7-11, surveillance cameras, and a meeting with CMPD and Code Enforcement to reduce 7-11's citations to ≤ 2 per month by Jan. 2023.

By August 2022, meet with Center City Partners and City Service Area staff to discuss outreach and strategies to form a neighborhood coalition for condos and businesses.

By August 2022, host at least two homelessness service providers to share (at board meetings) on how to help homeless neighbors.

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
Reduce 7-11 citations to ≤ 2 per month by January 2023 Lead(s): Roshan, Chris	Community Safety Code Enforcement , Nuisance property contact at City- Officer Dunham will schedule
Form Neighborhood Coalition by August 2022 Lead(s): Roshan, Adam	Partnerships Center City Partners , CE Service Area staff (see below)
Host 2 homelessness service providers at board meetings by August 2022 Lead(s): Roshan, Stephanie	Partnerships Roof Above , Hope Vibes , Community Matters , CMPD Crisis Intervention Team, Meck County Homeless Services , meals info

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

Aisha Sabur, Northwest Community Engagement Liaison	Randy Harris, Northwest Area Community Engagement Manager
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