



**CHARLOTTE™**

# **2015 NEIGHBORHOOD BOARD RETREAT**



## **Genesis Park**

Hosted by City of Charlotte Neighborhood & Business Services at CPCC Main Campus

# Genesis Park

## 2015 Board Retreat

### Background

On Saturday, February 7<sup>th</sup> 2015, the board members of the Genesis Park participated in a board retreat facilitated by the City of Charlotte, hosted at CPCC's Main Campus. The following board members participated in the retreat:

- Joanne West
- Sharon Churchill
- Marlene Jackson
- Sharon Young
- Lula Jones
- Eddie Williams



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 Neighborhood Matching Grant credit to help execute one of the projects we identified.

### 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?
<ul style="list-style-type: none"> <li>• The neighborhood was once plagued with crime, drugs, and a lack of police presence which contributed to an unsafe and unclean community.</li> <li>• Residents are proud of the rebuilding and rebirth of their neighborhood, particularly the creation of the neighborhood band, step team and Watch Night event.</li> </ul>	<ul style="list-style-type: none"> <li>• People would move to Genesis Park because:               <ul style="list-style-type: none"> <li>○ Crime rate is are going down</li> <li>○ Great asset to the Charlotte community</li> <li>○ Beautiful neighborhood in a great location</li> </ul> </li> <li>• People may not move here because:               <ul style="list-style-type: none"> <li>○ Personal choice</li> <li>○ Slow appreciation of property values</li> <li>○ Poor communication among neighbors</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Improve communication and outreach within the neighborhood</li> <li>• Better connect with other neighborhoods – socially and physically (remove barricade)</li> <li>• More neighborhood serving businesses (grocery store)</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:

To be a model community that prepares a strong neighborhood of Leaders with the wisdom and thoughts to make and keep Genesis Park Neighborhood a safe beautiful place to live and prosper.

## 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:

- Youth Development
  - Create Youth Programs
  - Partner with employers to create career development programs that include a job placement component
- Community Center
  - Start a project with all our resources to build a center for the community
- Neighborhood Policing
  - Invite police and request presence at neighborhood
  - We would like to see the police more in the community – walking and talking to residents
  - We need bike patrol
  - Better communication with CMPD Metro Division
- Communications and Networking
  - Outreach with neighbors
  - Go visit more neighbors
  - Develop neighborhood website
  - Neighborhood newsletter and printer
  - Recreate newspaper for communications – pass out papers and relate
  - Monthly newsletter
- Board Training
  - Resources to manage meeting time
  - Neighborhood Board Officer training
  - Educate more board members to right grants, facilitate meetings, come to events

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, these are:

1  
Communications and  
Networking

2  
Neighborhood Board  
Training

3  
Neighborhood Policing

Action Items for 2014-2015

The three activities selected as most impactful toward achieving our strategic priorities are activities in 2014-2015 are:

Develop  
Neighborhood  
Newsletter and  
Website

Participate in  
neighborhood board  
training to be more  
effective and efficient  
leaders

Contact CMPD to  
develop a plan to  
increase police presence  
and bike patrol in the  
neighborhood



# 2015 Neighborhood Board Retreat Summary

## Genesis Park

### OUR VISION:

To be a model community that prepares a strong neighborhood of Leaders with the wisdom and thoughts to make and keep Genesis Park Neighborhood a safe beautiful place to live and prosper.

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

1

Communications and  
Networking

2

Neighborhood Board  
Training

3

Neighborhood Policing

### IN 2014-2015, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

Develop  
Neighborhood  
Newsletter and  
Website

Participate in  
neighborhood  
board training to  
be more effective  
and efficient  
leaders

Contact CMPD to  
develop a plan to  
increase police  
presence and bike  
patrol in the  
neighborhood

## Resources to Get Started

Project	Getting Started	Resources
<p><b>Project #1</b>  <b>Develop Neighborhood Newsletter and Website</b></p>	<ul style="list-style-type: none"> <li>Survey residents about how they would like to communicate</li> </ul>	<p style="text-align: center;"><b>Online survey tool:</b>  <a href="http://www.surveymonkey.com">www.surveymonkey.com</a></p> <p style="text-align: center;"><b>Sample neighborhood survey:</b> <a href="http://www.santacruzneighbors.com/files/form_sample_neighborhoodsurvey.pdf">http://www.santacruzneighbors.com/files/form_sample_neighborhoodsurvey.pdf</a></p>
	<ul style="list-style-type: none"> <li>Take a workshop about digital communication for neighborhoods</li> </ul>	<p style="text-align: center;"><b>Local Resources for Neighborhoods:</b>  <a href="http://digitalcharlotte.org/">http://digitalcharlotte.org/</a></p> <p style="text-align: center;"><b>The Knight School of Communication at Queens University occasionally offers workshops for neighborhoods:</b>  <a href="http://www.queens.edu/Academics-and-Schools/Schools-and-Colleges/Knight-School-of-Communication/Spotlight-Stories/How-Do-Neighborhoods-Communicate.html">http://www.queens.edu/Academics-and-Schools/Schools-and-Colleges/Knight-School-of-Communication/Spotlight-Stories/How-Do-Neighborhoods-Communicate.html</a></p>
	<ul style="list-style-type: none"> <li>Explore communication tools</li> </ul>	<p style="text-align: center;"><b>Types of neighborhood communication:</b>  <a href="http://www.neighborhoodlink.com/article/Association/Effective_HOA_Communication">http://www.neighborhoodlink.com/article/Association/Effective_HOA_Communication</a></p> <p style="text-align: center;"><b>Nextdoor: Create a private social network for your neighborhood:</b> <a href="https://nextdoor.com/about_us/">https://nextdoor.com/about_us/</a></p> <p style="text-align: center;"><b>Create a Facebook Page for Your Neighborhood:</b>  <a href="http://www.facebook.com">www.facebook.com</a></p>
<p><b>Project # 2</b>  <b>Participate in neighborhood board training to be more effective and efficient leaders</b></p>	<ul style="list-style-type: none"> <li>Additional board development resources</li> </ul>	<p style="text-align: center;"><b>How to Recruit Potential Board Members</b>  <a href="http://www.hoaleader.com/public/351.cfm">http://www.hoaleader.com/public/351.cfm</a></p> <p style="text-align: center;"><b>Increase neighborhood participation:</b>  <a href="http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/">http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/</a></p> <p style="text-align: center;"><b>Board development online resources:</b>  <a href="https://boardsource.org/eweb/">BoardSource https://boardsource.org/eweb/</a></p> <p style="text-align: center;"><b>How to organize a committee:</b>  <a href="http://www.mycommittee.com/BestPractice/Committees/Starting_a_committee/tabid/244/Default.aspx">http://www.mycommittee.com/BestPractice/Committees/Starting_a_committee/tabid/244/Default.aspx</a></p> <p style="text-align: center;"><b>Meetings tips for neighborhoods</b>  <a href="http://www.neighborhoodlink.com/article/Association/Effective_Meeting_Agenda">http://www.neighborhoodlink.com/article/Association/Effective_Meeting_Agenda</a></p> <p style="text-align: center;"><b>Organizational Goal Setting</b>  <a href="http://www.flexstudy.com/catalog/schpdf.cf">http://www.flexstudy.com/catalog/schpdf.cf</a></p>

		<a href="http://charmeck.org/city/charlotte/CMPD/response-areas/Pages/default.aspx">m?coursenum=95086</a>
<b>Project #3 Contact CMPD to develop a plan to increase police presence and bike patrol in the neighborhood</b>	<ul style="list-style-type: none"> <li>Request a CPTED (Community Policing Through Environmental Design) report from CMPD to understand areas of safety concern in your neighborhood</li> </ul>	<p><b>Find your community police officer:</b> <a href="http://charmeck.org/city/charlotte/CMPD/response-areas/Pages/default.aspx">http://charmeck.org/city/charlotte/CMPD/response-areas/Pages/default.aspx</a></p> <p><b>Request a Crime Prevention Through Environmental Design study through CMPD to find out where trouble areas may be in your neighborhood</b></p> <p><a href="mailto:crimepreventionunit@cmpd.org">crimepreventionunit@cmpd.org</a>  <a href="http://charmeck.org">_____</a> Visit Charmeck.org and enter "CPTED" in search box</p>
	<ul style="list-style-type: none"> <li>Start a neighborhood watch program</li> </ul>	<p><b>CMPD: Neighborhood Watch Program</b>  <a href="http://charmeck.org/city/charlotte/cmpd/safety/neighborhoodwatch/Pages/default.aspx">http://charmeck.org/city/charlotte/cmpd/safety/neighborhoodwatch/Pages/default.aspx</a></p> <p><b>Tips from the National Crime Prevention Council</b>  <a href="http://www.ncpc.org/topics/home-and-neighborhood-safety/neighborhood-watch">http://www.ncpc.org/topics/home-and-neighborhood-safety/neighborhood-watch</a></p> <p><b>CMPD Crime Watchers for more tips on organizing a neighborhood watch</b>  <a href="http://charmeck.org/city/charlotte/CMPD/safety/NeighborhoodWatch/Pages/default.aspx">http://charmeck.org/city/charlotte/CMPD/safety/NeighborhoodWatch/Pages/default.aspx</a></p>
<p><b>Parking Lot</b></p> <p><b>Contact the City about removing the barricade at Double Oaks Drive:</b>  CDOT Contact:  Jeffery Boenisch  704-336-3888  jboenish@charlottenc.gov</p>		

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