



NEIGHBORHOOD BOARD RETREAT



August 20, 2022

Glenlea Park Homeowners Association

Hosted by City of Charlotte Housing & Neighborhood Services

Glenlea Park Homeowners Association

2022 Board Retreat

Background

On Saturday, August 20, 2022, members of the **Glenlea Park Homeowners 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:

- Johnella Walker
- Victoria McLaughlin
- Natalie Nesbit
- Carol Lytch
- Nafeesha Pascha

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">• Structural uniqueness with townhome construction• Common areas for gathering• Diverse community that is good for older adults and families• Established community that is family-friendly	<ul style="list-style-type: none">• Limiting investor presence• Create new community welcome kit, history tour, and event calendar• Re-model clubhouse through NMG• Update community bylaws and mission statement• Assign Block Captains, Community Ambassadors, Care Coordinator

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"> • Connect with businesses on the corners to discuss who is responsible for clean-up, maintenance, safety enforcement • Connect with surrounding neighborhoods to build collaborative efforts • Create engagement strategy for renters • Increase access to senior resources • Increase community moral and engagement • Create new community mission statement 	<ul style="list-style-type: none"> • Meet with Food Lion, Aldi's, and other adjacent businesses • Utilize the NOCL to find and connect with neighborhood leaders • Create welcome "kit" for renters that includes information on community rules and expectations • Locate local service providers and establish outreach channels for information sharing • Organize to take advantage of NMG opportunities and re-model common areas starting with clubhouse. Appoint Block Captains

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: Increase community engagement

Desired Result: Create a Community Calendar - plan a Community Halloween and Christmas celebration. Assign a Care Ambassador to provide additional support to neighbors in need and appoint Block Captains.

Aspiration 2: Make community improvements

Desired Result: Complete a community clean-up; apply for NMG to use towards clubhouse renovations

Aspiration 3: Developing working relationships with community renters

Desired Result: Create open channels for information sharing between owners/renters/neighbors. Create an opportunity to connect with and inform renters as they move into the community.

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

2022 Neighborhood Board Retreat Summary

Glenlea Park Homeowners Association

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

1

Increasing Community Engagement

2

Making Community Improvements

3

Develop working relationships with renters

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

Create a community calendar that is easily accessible within one month

Identify projects for safety and beautification; apply for NMG funding by the Sept 1 deadline

Develop a communication plan to inform renters of community guidelines that includes a “welcome kit” upon move-in by March 2023

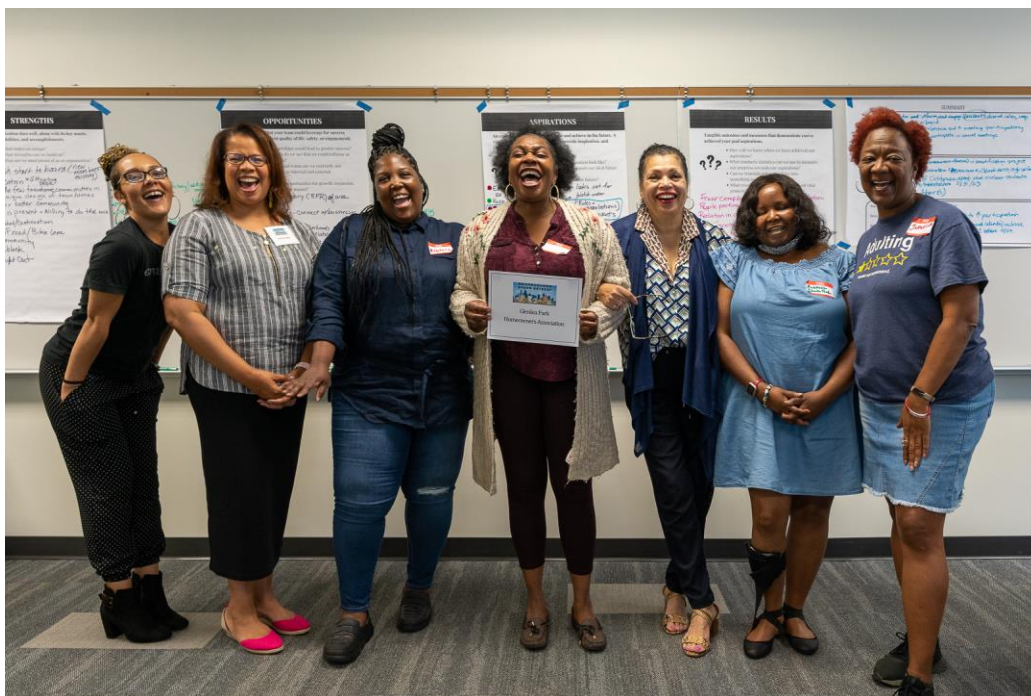


Resources to Get Started- You've rolled up your sleeves and established your vision. We have compiled resources that may assist your organization in achieving your goals on our Neighborhood Training Programs and Resources [website](#). We have identified resource categories that may be applicable to 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> Create a community calendar that is easily accessible within one month Lead(s): Johnella Walker</p>	Training on Demand
<p><i>Neighborhood Improvement</i> Identify projects for safety and beautification; apply for NMG funding by the Sept 1 deadline Lead(s): Carol Lytch</p>	Keep Charlotte Beautiful Neighborhood Matching Grant
<p><i>Communication</i> Develop a communication plan to inform renters of community guidelines that includes a “welcome kit” upon move-in by March 2023 Lead(s): Fe Pascha</p>	Training on Demand

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

Brittany Baldwin, Service area Community Engagement Liaison	Charlenea Duncan, Service Area Community Engagement Manager
brittany.baldwin@charlottenc.gov (704-353-0486)	charlenea.duncan@charlottenc.gov (704-336-2173)



DEVELOPING YOUR IDEAS

Priority: Create a community calendar that is easily accessible within one month

<p>1. What is the purpose of this project? To develop 4+ social events to engage, educate and promote connection</p>
<p>2. Are there similar projects within the community that could provide synergy, partnership potential or lessons learned? National Night Out, community garage sale, welcome baskets, community partners, learning sessions/vendor fair, food truck</p>
<p>3. What would be a successful outcome of completing this project? How will we measure success? A successful outcome would be participation from 80% of households; event held as planned. Success will be measured by obtaining feedback and customer satisfaction, survey/poll results, survey participants</p>
<p>4. What are the benefits to the community? The community will benefit from the following</p> <ul style="list-style-type: none">• Improved community, relationships, safety• People seen and heard• Increased involvement• Better informed residents• Increase in board participation, increased attendance at community meetings
<p>5. What are your strategies, first steps and what resources do we need to make it happen? (in-kind donations, grants, partnering organizations, volunteers, technical expertise)</p> <ul style="list-style-type: none">• Partnering• Volunteers,• Grant donations• Block captains
<p>Point Person: Natalie Nesbit Action Team: Board</p>
<p>Timeframe or Proposed schedule: Develop social calendar by September 1 for four social and engagement activities</p>