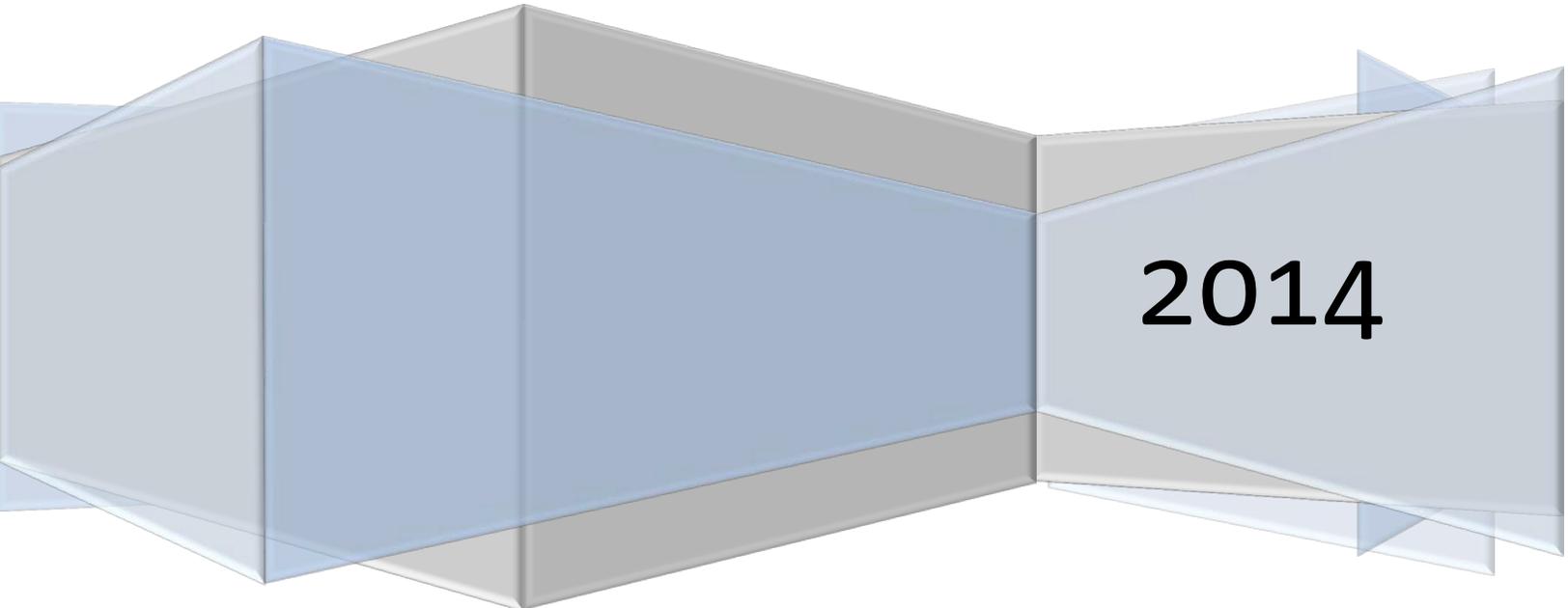


# The Greater Enderly Park Neighborhood Association

Board Retreat

Hosted by the City of Charlotte at UNC Charlotte Uptown Campus



2014

## The Greater Enderly Park Neighborhood Association

### 2014 Board Retreat

#### Background

On Saturday, February 15, 2014, the board members of the The Greater Enderly Park Neighborhood Association participated in a board retreat facilitated by the City of Charlotte, hosted at UNC Charlotte Uptown Campus. The following board members participated in the retreat:

- A. Pearl Anderson – Secretary
- Mrs. Cora Robinson – Vice President
- Mrs. Ann Ingram - President



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. The credit will be applied to our neighborhood's required match and must be accompanied by a completed Vision to Action Idea Development Book alongside a NMG application. NMG credits expire one-year from the date of retreat attendance.

#### 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: Why/why not</b> would 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>• Did not have 501c3 status</li> <li>• Did not have a checking account</li> <li>• Had great Christmas dinners</li> <li>• Successful Bag of Love and Book Giveaway campaigns</li> <li>• Successful Hope Worldwide event – many young people attended</li> <li>• Successful food giveaway events</li> </ul>	<ul style="list-style-type: none"> <li>• Now have 501c3 status</li> <li>• Now have a checking account</li> <li>• Business/residents may not want to move in b/c of false negative appearance</li> <li>• They would want to move in b/c we are very close to uptown, have large lots, close to uptown, many trees and open spaces, many daily services nearby</li> <li>• Police are more visible now – 66% reduction in crime</li> <li>• We have a Facebook page</li> <li>• Completed the energy audit and Power 2 Live Green program</li> </ul>	<ul style="list-style-type: none"> <li>• Need a webpage</li> <li>• Need a more developed neighborhood organization with block captains (large area to cover)</li> <li>• Connect with JCSU, Freedom School</li> <li>• Connect with surrounding neighborhood groups</li> <li>• Connect with Hyaets Ministry (they are already involved in our neighborhood, but we aren’t connected with them)</li> <li>• Show off the McQuay House – historic home</li> <li>• Kamit Healthy Foods is in our neighborhood – the only Black-owned healthy food store in NC</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:

The Greater Enderly Park Neighborhood, a gateway to uptown charlotte, is a historic community with many environmental amenities. The neighborhood association strives to collaborate with the city & countv. local businesses and surrounding communities to achieve a

## 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:

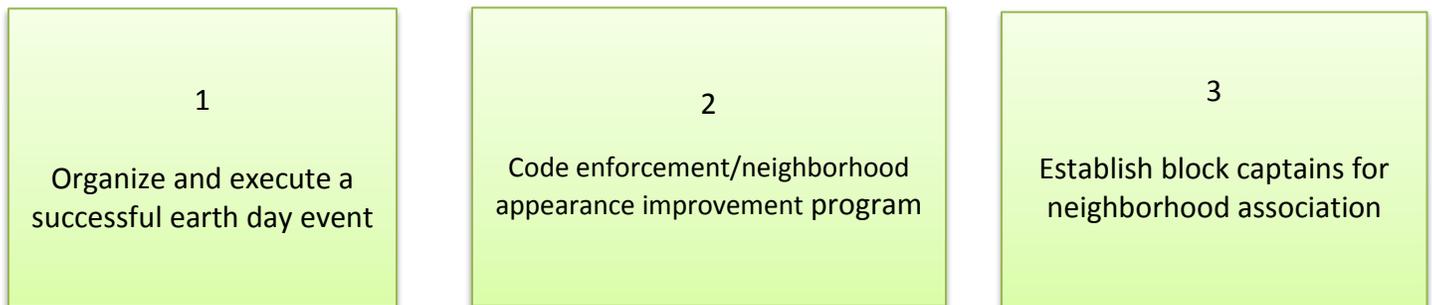
- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
  - Current action items getting you closer to our vision.
  - Possible priorities/actions items to get us closer to our vision.
- Place the sticky 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:

- **Grow the neighborhood organization** – add block captains; block captains can watch their blocks more efficiently and get young people involved; neighborhood organization to be improved; get involved with the restoration of the historic McQuay House.
- **Upcoming Earth Day Event** – clean up the neighborhood; build awareness and education for reducing waste and improving appearance; get in touch with groups that might participate, organize event; invite local businesses to participate, might be interested in cleaning up their properties, having a booth at the event.
- **Get Connected/Build Connections** – Start a connection with JCSU, focus on education, youth and business development; partner with existing businesses and surrounding neighborhoods; partner with other groups to hold a National Night Out.
- **Connect with Code Enforcement** – talk with Code Enforcement to understand how we can begin to fix appearance of properties and structures; find out how we can help, grants available for façade improvements, etc.

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:



#### Action Items for 2014-2015

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



## 2014 Neighborhood Board Retreat Summary

### The Greater Enderly Park Neighborhood Association

#### OUR VISION:

The Greater Enderly Park neighborhood, a gateway to uptown charlotte, is a historic community with many environmental amenities. The neighborhood association strives to collaborate with the city & county, local businesses and surrounding communities to achieve a safer, more attractive and involved neighborhood.

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

1

Organize and execute a successful earth day event

2

Code enforcement & neighborhood appearance improvement program

3

Establish block captains for neighborhood association

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

1

Contact participants; begin planning the event day, invite businesses

2

Arrange first strategy meeting with code enforcement, organize the program

3

Invite volunteers to become block captains, make final selections

### List of Neighboring Stakeholders that Could Add Value to Enderly Park's Vision

- Neighborhood Churches
- Hayets Ministry
- JCSU, Freedom School
- Surrounding Neighborhood Groups
- Kamit Healthy Foods (Neighborhood Business)
- Neighborhood Urgent Care
- Neighborhood Beauty Salons and Barber Shops
- Hong Phat Restaurant (other neighborhood restaurants)
- Neighborhood Automobile Service Facilities
- Hopewell Charlotte
- CDOT, CATS, Mecklenburg Parks & Rec., CMPD
- Neighborhood & Business Services, Code Enforcement, Trees Charlotte

### List of Ideas that Enderly Park Could Follow Up On

- **Enhanced street lighting** – several dark areas in the neighborhood where illicit activities occur
- **Increase neighborhood business involvement in the community**
- **Add a few more small play areas** – there is only one neighborhood park for such a geographically large neighborhood (1,500 homes)
- **Provide pedestrian and bike connectivity from the southern end of Effingham Rd. to Freedom Dr.**
- **Provide streetscape safety improvements** – cars speed through while children are playing and residents are walking creating unsafe and undesirable conditions
- **Organize First Friday block parties** – close off one street to cars allowing residents to mingle safely in the street with food and activities

### List of Current Concerns Among the Greater Enderly Park Neighborhood Board

- People sitting around the neighborhood in the open drinking alcohol during the day
- Some housing not up to code
- Need to get more residents/businesses involved in the neighborhood, less solitary efforts
- Need to have events/projects that truly interest different groups in the neighborhood
- Concerned about high number of rental properties, absentee landlords
- Local shop 'Quick & Easy' attracts negative activity, sells products that attract such activity
- Is it possible to create a petition to force the shop to quit selling such products, or to somehow otherwise work with the neighborhood to clean up negative activity on shop property?

## Resources to Get You Started

Project	Getting Started	Resources
<p><b>Project #1</b></p> <p><b>Gather &amp; deliver code enforcement strategy</b></p>	<ul style="list-style-type: none"> <li>• Focus on getting residents to appreciate their community &amp; home rather than focus on enforcement</li> <li>• Engage in positive interactions with neighbors in educating them on common knowledge of code enforcement information</li> </ul>	<p>CharMeck’s Wipe Out Waste provides information on recycling, composting and other environmental programs  <a href="http://tinyurl.com/bqrs02r">http://tinyurl.com/bqrs02r</a></p> <p>CharMeck Solid Waste Services  <a href="http://www.curbit.charmeck.org">www.curbit.charmeck.org</a></p>
<p><b>Project #2</b></p> <p><b>Create a Sustainable Vision Plan for Earth Day event</b></p>	<ul style="list-style-type: none"> <li>• Identify resources within your community (educators, those with a background in energy/sustainability)</li> <li>• Look at other Earth Day events across the country to gather ideas</li> <li>• Identify business to partner with</li> </ul>	<p>Clean Air Carolina for education resources about how to keep the air clean  <a href="mailto:june@cleanaircarolina.org">june@cleanaircarolina.org</a></p> <p>Mecklenburg Livable Communities Plan to learn about sustainability plans in your neighborhood  <a href="mailto:Heidi.Pruess@mecklenburgcountync.gov">Heidi.Pruess@mecklenburgcountync.gov</a></p> <p>CATS bicycling tips for safe bike rides  <a href="http://tinyurl.com/7r3gqku">http://tinyurl.com/7r3gqku</a></p> <p>Charlotte B-Cycle™ bike sharing program  <a href="http://www.charlottebicycle.com">www.charlottebicycle.com</a></p>
<p><b>Project #3</b></p> <p><b>Hold a block party (Gain new Block Captains)</b></p>	<ul style="list-style-type: none"> <li>• Identify where in the community it will be held</li> <li>• Survey the community for possible event dates</li> <li>• Canvass for volunteers at community meetings, website, social media outlets &amp; newsletters</li> </ul>	<p>CMPD Crime Watchers for more tips on organizing a neighborhood watch  <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>CMPD Block Closing for events  <a href="http://charmeck.org/city/charlotte/transportation/closing_sandevents/pages/block%20closings.aspx">http://charmeck.org/city/charlotte/transportation/closing_sandevents/pages/block%20closings.aspx</a></p>

