



CHARLOTTESM

NEIGHBORHOOD BOARD RETREAT



July 14, 2018

Hammond Lake HOA

Hosted by City of Charlotte Housing & Neighborhood Services at

Central Piedmont Community College

Hammond Lake HOA

2018 Board Retreat

Background

On Saturday, July 14, 2018, the board members of the Hammond Lake HOA 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:

Diana Partlow
Consta Williams
Anthony Maddix

Gail Blue
Shevonda Byers



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.

| Where We Were: Reflecting on our past, what were some of the best/worst moments? | Where We Are: Why would or wouldn't a person/business want to move into our community? | Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be? |
|---|---|--|
| <ul style="list-style-type: none"> • Disorganized • Uncaring • Management company uncaring • Financial crisis • No engagement from home owners • Great location • Poor street conditions • Welcoming • Brand new neighborhood • Good land | <ul style="list-style-type: none"> • Small community, working class, diverse • Great access to businesses and groceries • Good access • Lack of public transportation • Hidden but accessible • Leaving the development id scary • Two small for business • Family oriented • No home owner engagement • Creating a website • No amenities • HOA formed • Engaging management company • Knowledgeable board | <ul style="list-style-type: none"> • Community involvement • Sustainable board • Community activities • Entrance sign to community • Safer traffic entrance • Fix eyesore house – club house? • Family oriented • Control over pond • Unified activities • Community feel and play for kids • Greater stability • Renters feel empowered in neighborhood • Community space • Pond and other features |

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:

*We are a community that empowers
families to grow together
Hammond Lake!*

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:

- **Category 1 Community Awareness – communication and information**
 - Website Launch Party
 - Website feedback
 - Increase usability of website for homeowners and renters
 - HOW Website
 - Website that allows you to list events
 - Website
 - Get website online
 - Attending the board retreat
 - Door to door communications
 - Monthly meetings attending
 - Newsletter
 - Sharing resources to assist with daily living (yards, repairs, kids activities, etc.)

- **Category 2 Community Improvements and Amenities**
 - Community clean up – helping with maintenance of yards, etc.
 - Make necessary repairs and updates
 - Strong HOA
 - Fill open HOA position
 - Purchase properties
 - Street lights
 - Pool ownership
 - Come up with a plan to get funds
 - Fund our pot (treasury) – fund raisers to develop community space

- **Category 3 Community Engagement**
 - National Night Out / annual community event
 - Meet and Greet (part of website launch)
 - Quarterly Community Meetings
 - Spark community interest in participating
 - A more community friendly place
 - Community engagement
 - More engagement opportunities
 - Homeowner involvement
 - Communicating with residents about concerns, ideas, etc.
 - Meeting neighbors
 - Plan an activity that works for families to enjoy

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.

2018 Neighborhood Board Retreat Summary

Hammond Lake HOA

OUR VISION:

*We are a community that empowers families
to grow together
Hammond Lake!*

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

1

**Community Awareness –
communication and
information**

2

**Community Improvements
and Amenities**

3

Community Engagement

IN 2018-2019, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

Garner board member
feedback on the
neighborhood website by
the end of 2018.

Perform a neighborhood
clean-up and yard
maintenance day in 2018.

Hold an annual meeting and a
community meet and greet
event by August 2019.

Please list any parking lot items or additional activities beyond the initial 3 here.

- Speed bumps
- Car on grass
- Need street lights
- Who is our service area liaison?
- Caution light to leave neighborhood?
- Lynn Lee Circle to Sugar Creek Rd is a difficult crossing
- Could we make a club house from the eyesore home?
 - Code enforcement issue
- Don't own land for entry sign
- Identifying/maintaining homeowner and renter list
- Hindu Community – reach out (call Emily Yaffe)
- Welcoming packet
- Where are local NNO events?



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 |
|---|---|
| Garner board member feedback on the neighborhood website by the end of 2018. | |
| Perform a neighborhood clean-up and yard maintenance day in 2018. | |
| Hold an annual meeting and a community meet and greet event by August 2019. | |

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

| | |
|--|--|
| Cherie Grant, Northwest Community Engagement Liaison | Randy Harris, Northwest Community Engagement Manager |
| Cherie.Grant@charlottenc.gov or 704-336-3322 | rharris@charlottenc.gov or 704-432-1579 |

