



July 16, 2020

Hammond Lake Homeowners Association

Hosted online by City of Charlotte Housing & Neighborhood Services

Hammond Lake Homeowners Association

2020 Board Retreat

Background

On Thursday, July 16, 2020, the board members of the Hammond Lake Homeowners Association participated in the virtual Neighborhood Board Retreat facilitated by the City of Charlotte online. The following board members and/or community members participated in the retreat:

- **Diana Partlow**
President
- **Connie Williams**
Vice President
- **Felicia Morris**
Secretary
- **Anthony Maddix**
Treasurer
- **Gail Welch**
Assistant Secretary
- **Tina McGill**
Co-Project Coordinator- Grant Committee
- **Jessica Brown**
Co- Project coordinator -Grant Committee

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.

To receive this credit, we'll submit a copy of the Developing Your Ideas worksheet with our NMG request. This credit will expire following the September 1, 2021 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
- Seeing the Forest through the Trees: Developing Strategic Priorities
- 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 group discussion using the “Where Are We Going, Where Have We Been?” activity. The activity was intended to help us reflect on:

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- 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.

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?
<p>Best</p> <ul style="list-style-type: none"> • Quiet neighborhood • Friendly neighbors <p>Worst</p> <ul style="list-style-type: none"> • Feeling isolated • Little to no community engagement • Unaware of where HOA funding was going • Felt “in the dark” literally no street-lights 	<p>Would</p> <ul style="list-style-type: none"> • More community involvement • Lots of events planned • Access to the pond <p>Would not</p> <ul style="list-style-type: none"> • Businesses are already close by • No sidewalks on W Sugar Creek • Coyotes in the neighborhood • Concerns about loitering in undeveloped areas • A lot of rapid growth without knowledge of development 	<p>Wishes</p> <ul style="list-style-type: none"> • Clubhouse and / or more gathering spaces • More participation in neighborhood meetings • Help eliminate the stigma of HOA'S • A clear pathway to the pond to use as a gathering space

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. This activity led us to the following categories and action items being identified as important within our community:

- **Beautification**
 - Beautification of the pond
 - Improve pond maintenance
 - Street addresses on the pavement
 - Plan community garden
 - Improve look and function of common areas in the neighborhood
- **Community Engagement**
 - Create a welcome kit for new families moving
 - Develop a communication plan/ community engagement plan
- **Safety**
 - Establish a security plan for the pond
 - Neighborhood watch program

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.



2020 Neighborhood Board Retreat Summary

Hammond Lake Homeowners Association

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

1

Beautification

2

Community Engagement

3

Community Engagement

IN 2020-2021, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Successfully complete the
"Pathway to the Pond" project
by November 2020

Develop a multi-level
marketing plan to increase
community engagement by
December 2020. Sending out
at least one communication
monthly

Complete 50-60 hours of
volunteer activities monthly
to reach 984 volunteer hours
to earn \$25,000 in MNG credit
by August 1, 2021

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
Complete "Pathway to the pond" project by November 2020	Beautification
Develop a marketing plan to increase community participation / engagement by the Dec 2020 Community meeting	Community Engagement
Complete 50 - 60 hours of volunteer activities/ events each month to fulfill volunteer hours necessary to complete NMG project by August 2021	Community Engagement

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

Aisha Abdus-Sabur, Northwest Community Engagement Liaison	Randy Harris, Northwest Community Engagement Manager
aisha.abdus-sabur@charlottenc.gov or 704-770-7457	rgharris@charlottenc.gov or 704-432-2433