



CHARLOTTESM

NEIGHBORHOOD BOARD RETREAT



July 13, 2019

Hampshire Hills Neighborhood Association

Hosted by City of Charlotte Housing & Neighborhood Services at

Goodwill Opportunity Campus

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"> • Less density • Youth program • Churches were highly involved • Stronger relationship with local schools 	<ul style="list-style-type: none"> • More renters in the neighborhood • Increased resident diversity • More outside investments in properties • More traffic issues 	<ul style="list-style-type: none"> • Property owners are more neighborly • Neighborhood shows greater “love” • Community garden • Better use of Unity Park • Stronger relationship with new cultures in community



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:

Hampshire Hills is an established, diverse neighborhood of beautiful, spacious and quality houses where neighbors are engaged with the community to provide a great quality of life.

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:

- **Communication**
 - Build stronger social media presence
 - Expand block captain's roles
 - Driveway/Block Parties to engage with neighbors
- **Unity Park Beautification**
 - Add more planting materials
 - Clean park
 - Increase outdoor activities for neighbors
- **Youth Activities**
 - Offer community service activities
 - Back to school event for neighborhood youth
 - Build book library to share books with neighbors/youth

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.



2019 Neighborhood Board Retreat Summary

Hampshire Hills

OUR VISION:

Hampshire Hills is an established, diverse neighborhood of beautiful, spacious, and quality houses where neighbors are engaged with the community to provide a great quality of life.

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

1

Communication

2

Unity Park

3

Youth Activities

IN 2019-2020, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

Improve monthly newsletter format and distribute to block captains by end of 2019.

Collaborate with city/county government sources to assist with scheduled maintenance of park areas by end of 2019.

Get a census of youth in neighborhood using a t-shirt giveaway by end of 2019.

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

- Dog pooping station
- Property owner list with contact information

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
Improve monthly newsletter format and distribute to block captains by end of 2019.	Communication; Welcoming & Engaging Neighbors
Collaborate with city/county government sources to assist with scheduled maintenance of park areas by end of 2019.	Beautification; Partnerships
Get a census of youth in neighborhood using a t-shirt giveaway by end of 2019.	Youth & Education

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

Charlenea Duncan, Northeast Community Engagement Liaison	John Short, Northeast Community Engagement Manager
csduncan@charlottenc.gov or 704-336-2173	jshort@charlottenc.gov or 704-336-3862