



NEIGHBORHOOD BOARD RETREAT



March 15, 2022

Hidden Valley Community Association

Hosted online by City of Charlotte Housing & Neighborhood Services

Hidden Valley Community Association

2022 Board Retreat

Background

On Tuesday, March 15, 2022, members of the Hidden Valley Community Association participated in the virtual Neighborhood Board Retreat facilitated by the City of Charlotte. The following board members and/or community members participated in the retreat:

- Charlene Henderson
- Era Coleman Johnson
- George Johnson
- Patricia McDonald
- Marjorie Parker
- Sharon Plummer
- Odell Witherspoon

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
- 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, our board earned a credit of up to \$1,500 toward volunteer hours required for the 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 June 1, 2023 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:

- Analyzing neighborhood trends and conditions
- Developing strategic priorities
- Developing project ideas

The agenda for the day was as follows:

- Introductions
- Icebreaker
- Understanding your neighborhood - SWOT Analysis
- Developing Strategic Priorities

- Creating SMART Goals
- Idea Development – Time for participants for develop an action plan for goal achievement

SWOT Analysis

We began our day with group discussion using the SWOT Analysis framework. 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

Our discussion helped us to find commonalities in our conversations.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Neighborhood geographical location • Tenacity of residents & their willingness to stand up on behalf of their community • Longevity of residents in neighborhood • Ethnic diversity of residents • History of partnerships with City government • New leaning toward generational investment (<i>adult children of long-term residents moving back to community</i>) • Healthy cross-section of professional and non-professional residents • Older (age) residents • Large lot/well-built homes • Size of neighborhood 	<ul style="list-style-type: none"> • Large number of renters • Residents parking on their lawns • Lack of care of property and houses • Poor status pf neighborhood schools (<i>magnet for negative activity in neighborhood</i>) • Persistence of perceived relationship to “Hidden Valley Kings” • Proximity to Sugar Creek Business corridor • Number of Home Businesses (LLC’s) that require large equipment like big trucks, etc. in neighborhood • Non-involvement of younger residents in Hidden Valley Community Association • Lack of amenities: grocery stores, restaurants, etc. within neighborhood proximity
Opportunities	Threats
<ul style="list-style-type: none"> • Beautification of surrounding corridors • Improvement of area lighting • Attract amenities to the area • Clean-up/improvement of Sugar Creek Corridor • Support retaining community name as Hidden Valley • Creation of a crosswalk from Hidden Valley to both the Eastway Recreation Center and the Sugaw Creek Park and Recreation Center • Safety lighting to allow pedestrian street crossing 	<ul style="list-style-type: none"> • Increased/trend for multiple residents (families) in single family homes (boarding houses, renting out rooms) • Impact of absentee landlords • Movement to change the community’s name. from Hidden Valley • Home-based businesses • Large work trucks parked within residential neighborhood • Increased trend of adding structures (ramps, sheds, little houses) to the home

Strategic Priorities

After completing the SWOT analysis, participants began to brainstorm 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 priorities/action items being identified as important within our community:

- Develop an improved communication plan for Hidden Valley neighborhood organizations and stakeholders
- Establish a plan and process to continually educate residents (homeowners & renters) about permitted uses in a good residential neighborhood
- Take ownership of marketing Hidden Valley community to attract or retain great residents
- Create marketing and incentives to encourage generational investment in Hidden Valley
- Establish plan to retain the Hidden Valley name for the community
- Establish ongoing communication with residents and among area organizations: Hidden Valley Community Association, Hidden Valley CDC, Hidden Valley Optimist Club and North End Partners.

The three priorities 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.

2022 Neighborhood Board Retreat Summary

Hidden Valley Community Association

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

<p>1</p> <p>Improve communication with neighborhood residents and among neighborhood organizations</p>	<p>2</p> <p>Ongoing education program/process for residents on neighborhood ordinances, etc.</p>	<p>3</p> <p>Improve and control the perception of Hidden Valley Community throughout Charlotte</p>
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IN 2022-2023, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

<p>Apply for Neighborhood Matching Grant to develop/adopt a Hidden Valley communication plan and process by September 2022</p>	<p>Initiate bi-annual Hidden Valley community social utilizing partnership among Hidden Valley neighborhood organizations by December 2022</p>	<p>Apply for Neighborhood Matching Grant to develop a Hidden Valley marketing plan that promotes the community’s assets and vision by Fall 2023</p>
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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
<p>Develop and Adopt Hidden Valley Communication Plan/Process by September 2022 Lead(s): Hidden Valley Community Association</p>	<p>Plan Development, organization improvement Resource: Community collaboration; Neighborhood Matching Grant</p>
<p>Initiate Bi-Annual Hidden Valley Community Social event by December 2022 Lead(s): Hidden Valley Community Association, Hidden Valley CDC</p>	<p>Building community social capital and ownership. Collaborative organizations – including corridor businesses - will share cost and responsibility Lead: Hidden Valley Community Association</p>
<p>Create and adopt Hidden Valley Marketing Plan by Fall 2023 Lead(s): Hidden Valley Community Association</p>	<p>Community improvement and sustainability Resources: Neighborhood Matching Grant and in-kind professional services</p>

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

Charlenea Duncan, Northeast Service Area Community Engagement Manager
charlenea.duncan@charlottenc.gov or phone number (704) 336-2173