



NEIGHBORHOOD BOARD RETREAT



August 20, 2022

Historic Camp Greene Neighborhood Association

Hosted by City of Charlotte Housing & Neighborhood Services

Historic Camp Greene Neighborhood Association

2022 Board Retreat

Background

On Saturday, August 20, 2022, members of the **Historic Camp Greene Neighborhood Association** participated in the Neighborhood Board Retreat hosted by the City of Charlotte at Central Piedmont Community College. The following board members and/or community members participated in the retreat:

- Stephanie Stenglein
- Ashley Dorado
- Traci Crenshaw
- Jeet Pawar
- Cynthia Harrison

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 the quality of life in the neighborhood
- 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, the board earned up to \$1,500 toward volunteer hours required for the Neighborhood Matching Grant (NMG) to help execute one of the projects listed below.

To receive this credit, neighborhood organizations will submit a copy of the Developing Your Ideas worksheet with their NMG request. This credit will expire following the March 1, 2024, NMG application deadline.

Process

The board retreat was conducted by trained facilitators tasked to keep conversations on-task, productive, and focused on achievable objectives. The process was designed to build on the organization's current strengths, identify opportunities, and create a short-term vision for the neighborhood. The focus was:

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

The agenda for the day was as follows:

- Welcome & Overview
- Introductions
- Group Agreements
- SOAR Model (includes QoL review)
- Conducting a SOAR Analysis
- Lunch/Networking
- SMART Goals
- Developing Your Ideas
- Participant Survey
- Wrap-up/Next Steps

SOAR Analysis

The primary retreat activity was a group discussion using the SOAR analysis framework. The activity was intended to help participants reflect on:

- Their values
- The best things about the community and the people who live there
- Past successes
- Potentials and possibilities

Our discussion helped us to find commonalities in our conversations.

Strengths	Opportunities
<ul style="list-style-type: none">• Diversity• Our board• Common goals• Financials• Resources/connectivity with Charlotte	<ul style="list-style-type: none">• Rezoning meetings• Affordable housing• Do Greater• Ashley Park• Youth• Healthcare/oral health

After identifying the organization's strengths and opportunities, participants began to brainstorm aspirations for their neighborhood. These aspirations will serve as short-term goals for the organization. This is where participants began to define priorities for their neighborhood.

Participants generated a list of aspirations and then narrowed that list down to three priorities. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

Aspirations	Results
<ul style="list-style-type: none"> ● Passions: safety, walkable, bikeable, trees, enhance quality of lives in our neighborhood- beautification, community garden ● Future- walkable, bikeable, safe, more trees ● Strategies/actions: knowledge & discussions, “Good Deed Day”, Yard of the Mouth, Raffle attendance oldest and youngest, Yard signs- neighbor yard of the monthly/quarterly ● Future achievements- protect affordable housing, increase home ownership, improve rental properties 	<ul style="list-style-type: none"> ● Better attendance/participation – signup sheets ● Increase sponsorships # + \$amt ● Count/tally donations-yard bags, community garden ● Resources- business donate gift card for raffles-neighborhood event attendance ● NMG yard signs ● Cards- sympathy, welcome ● Suggestion Box

Results

Three aspirations were agreed upon by the group. These aspirations will serve as the organization’s strategic priorities for the next twelve months. Participants then identified a desired result for each priority that they felt would be most impactful.

Aspiration 1: Increase community engagement

Desired Result: 6 events-social focused (opposite meeting months)

Aspiration 2: Bridging legacy and new neighbors

Desired Result: Better understanding of one another to enhance sense of community

Aspiration 3: Improve neighborhood identity/branding

Desired Result: Better understanding of neighborhood/community education

The strategic priorities and activities are summarized on the following page.

2022 Neighborhood Board Retreat Summary

Historic Camp Greene Neighborhood Association

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

1

Increase Community Engagement

2

Bridging legacy and new neighbors

3

Improve neighborhood identity/branding

IN THE NEXT 12 MONTHS, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR ASPIRATIONS:

Host six social events annually to increase attendance and increase sponsorships

Feature one neighbor at each monthly meeting (6 total - per meeting use video if needed)

Obtain direct contacts of neighborhoods within NMG signage by March 2023



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
<p>Community Engagement Host six social events annually to increase attendance and increase sponsorships.</p> <ul style="list-style-type: none"> • First event at Midnight Mulligan's in October <p>Lead(s): Jeet Pawar</p>	<p>Neighborhood Matching Grant</p>
<p>Organizational Development Feature one neighbor at each monthly meeting (6 total - per meeting video if needed)</p> <p>Lead(s): Stephanie Stenglein & Cynthia Harrison</p>	<p>Community Engagement Training on Demand</p>
<p>Branding Obtain direct contacts of neighborhoods within NMG signage by March 2023</p> <p>Lead(s): Ashley Dorado & Traci Crenshaw</p>	

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

Randy Harris, Service Area Community Engagement Manager

randy.harris@charlottenc.gov (704-432-2433)



DEVELOPING YOUR IDEAS

Priority: Host six social events annually to increase attendance and increase sponsorships.

1. What is the purpose of this project? Increase community engagement
2. Are there similar projects within the community that could provide synergy, partnership potential or lessons learned? Need for socialization cleanups- similar
3. What would be a successful outcome of completing this project? How will we measure success? Attendance; variety; identify new person to do next event
4. What are the benefits to the community? The community will benefit from the following <ul style="list-style-type: none">• Improved sense of community/belonging safety
5. What are your strategies, first steps and what resources do we need to make it happen? (in-kind donations, grants, partnering organizations, volunteers, technical expertise) <ul style="list-style-type: none">• September meeting – raffle- gift card (MM/Pauline’s)• October – 3rd Thursday – 10/20 at Midnight Mulligans (Elizabeth) – raffle• December – holiday
Point Person: Jett (revolving after) Action Team: Board/committee
Timeframe or Proposed schedule: Now/September Meeting