



# **NEIGHBORHOOD BOARD RETREAT**



**August 28, 2021**

**Historic Cherry Neighborhood Association**

**Hosted online by City of Charlotte Housing & Neighborhood Services**

# Historic Cherry Neighborhood Association

## 2021 Board Retreat

### Background

On Saturday, August 28, 2021 members of the Historic Cherry Neighborhood 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:

- Stefani DeWitt
- Yvonne Bittle
- Stephanie Gardner
- Dr. Sylvia Bittle-Patton
- Myron Patton
- Doris Dennis
- Barbara Rainey
- Diane Grier
- Virginia Bynum
- Antonio Jordan

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 March 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:

- 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
- SWOT Analysis
- Seeing the Forest through the Trees: Developing Strategic Priorities
- 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.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"><li>• Historic neighborhood</li><li>• Family oriented</li><li>• Access to public transportation</li><li>• Partnership w/church and businesses</li><li>• Community skillset (community empowerment/ rezoning/ land use/ school zone)</li><li>• Several associations within Cherry (4 total)</li></ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• Gentrification</li><li>• Disrespect with new neighbors</li><li>• Questioning existing leadership</li></ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• Family oriented atmosphere</li><li>• Surrounded by businesses</li><li>• Recover Morgan School</li><li>• Comp 2040- policy mapping</li><li>• Access to amenities (hospital/ banking/ food)</li><li>• Continue to grow the legacy of Cherry</li></ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"><li>• Outside entities</li><li>• City Council- District 1 (zoning)</li><li>• Center City Partners (overall vision for CLT, opportunity zones)</li></ul>

## 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 priorities/action items being identified as important within our community:

- Reclaiming Morgan School for Cherry
- Encroachment, 2040 Comp Plan, UDO and Place Types, Gentrification
- Increasing affordable housing stock and updating the Cherry Neighborhood Park
- Flight path of the Atrium Health medical helicopter
- Planned development on 3rd Street and effect on Cherry; traffic as a result of that development
- Cherry Neighborhood Park improvements; provide activities for the kids to keep them safe and in school and out of trouble
- Addressing gentrification and the disrespect from newcomers who think that just because they live in a more expensive home that they deserve more attention than those who rent or live in affordable housing.
- Protecting Cherry's history and standing against new people and politicians who don't respect our community.
- More affordable housing
- Cherry documentary
- Verizon 5G communication tower
- Increase neighborhood participation

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.

**2021 Neighborhood Board Retreat Summary**

**Historic Cherry Neighborhood Association**

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

<p><b>1</b></p> <p>Cherry Neighborhood Park improvements; provide activities for the kids to keep them safe and in school and out of trouble</p>	<p><b>2</b></p> <p>Flight path of the Atrium Health medical helicopter</p>	<p><b>3</b></p> <p>Planned development on 3rd Street and effect on Cherry; traffic as a result of that development</p>
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**IN 2021-2022, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:**

<p>Reach out to Park and Recreations to discuss renovations plans for park by Oct 1, 2021</p>	<p>Reach out to Atrium CEO by Jan 2022 to discuss flight path solutions</p>	<p>Determine next strategy with CDOT and NCDOT about traffic light by Sept 2021</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
<b>Reach out to Park and Recreations about renovations plans for park</b>	Neighborhood Improvements
<b>Reach out Atrium CEO to discuss flight path by Jan 2022</b>	Neighborhood Improvements
<b>Determine next strategy with CDOT and NCDOT about traffic light by Sept 2021</b>	Safety <a href="#">CDOT Services</a>

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

Faith Estrada, Southeast Community Engagement Liaison	Kim Barnes, Southeast Service Area Community Engagement Manager
<a href="mailto:Faith.Estrada@charlottenc.gov">Faith.Estrada@charlottenc.gov</a> or 704-353-1879	<a href="mailto:Kim.Barnes@charlottenc.gov">Kim.Barnes@charlottenc.gov</a> or 704-336-8408