



# **NEIGHBORHOOD BOARD RETREAT**



**July 29, 2021**

**Historic Hoskins Coalition Group**

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

## Historic Hoskins Coalition Group

### 2021 Board Retreat

#### Background

On Thursday, July 29, 2021, members of the Historic Hoskins Coalition Group 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:

- Beverly Davis
- Shamaïye Haynes
- Julia Knox
- Ron Williams
- Chinyere Reid
- Bryan Williams

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>• Ethnic/Racial Diversity</li><li>• Less gentrification than some other areas of the City</li><li>• Block parties, Easter program, National Night Out</li><li>• Percentage of homeowners</li></ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• Unengaged community members</li><li>• Need for youth recreational activities/programs</li><li>• Transportation</li><li>• Crime/drugs/prostitution</li><li>• Communication</li><li>• Level of trust between neighborhoods</li><li>• Low church involvement</li><li>• Sense of pride has diminished over time</li><li>• Rental properties</li><li>• Food Desert</li></ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• Build community center (work with County)</li><li>• Carolina Farm Trust (CFT)/Farmers Market/Distribution Channel coming</li><li>• Abandoned parking lot might be used for community events</li><li>• Neighborhood Park for kids</li><li>• Community Garden/partnership with Farmers Market</li><li>• Farmers Market engagement opportunities</li><li>• Purchase abandoned property for community</li><li>• Create engagement calendar and invite partners/vendors</li><li>• Build volunteer base</li><li>• Oct 9 Festival at CFT property</li></ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"><li>• Community leaders not willing to meet</li><li>• Lack of community leader involvement leads to rumors/false info/assumptions spreading</li><li>• Unemployment/underemployment</li><li>• Quality of safe and affordable housing</li><li>• Support from elected officials</li><li>• Crime/shootings keep people from gathering</li><li>• Not being siloed</li><li>• Gentrification is starting</li><li>• Not much inclusion in 2040 plan</li><li>• Lack of funding</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:

1. Neighborhood entrance beautification with landscaping and sprinkler system
2. Family life center/Community center (de-escalation programs, conflict resolution)
3. Crime prevention
4. Storm water/vegetation
5. Park
6. Signs
7. Led lights
8. Speed humps
9. Neighborhood unification
10. Community events (block parties)

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 Hoskins Coalition Group

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

<p><b>1</b></p> <p><b>Neighborhood Entrance Beautification – Start restoring neighborhood pride by beautifying neighborhood entrances and park/garden common areas</b></p>	<p><b>2</b></p> <p><b>Neighborhood Unification – Achieve unification and improve communication by using personal invites from Board members to increase attendance at regular monthly meetings</b></p>	<p><b>3</b></p> <p><b>Community Events – Increase neighborhood engagement through community events</b></p>
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**IN 2021-2022, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:**

<p>Apply for September 1, 2021, NMG to beautify neighborhood entrances and park/garden common areas</p>	<p>By July 2022, at least 20 new people will have attended a regular monthly meeting as a result of being invited by a board member; 20 new people will have attended a meeting as a result of attending a community event</p>	<p>Plan 6 community events by July 2022</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
Apply for September 1, 2021, NMG to beautify neighborhood entrances and park/ garden common areas	Beautification <a href="http://www.charlottenc.gov/nmg">www.charlottenc.gov/nmg</a>
By July 2022, at least 20 new people will have attended a regular monthly meeting as a result of being invited by a board member; 20 new people will have attended a meeting as a result of attending a community event	Communication
Plan 6 community events by July 2022	Welcoming & Engaging Neighbors

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

Aisha Abdus-Sabur, Northwest Community Engagement Liaison

Randy Harris, Northwest Community Engagement Manager

704-353-1923 | aisha.abdus-sabur@charlottenc.gov

randy.harris@charlottenc.gov

