



NEIGHBORHOOD BOARD RETREAT



March 8, 2022

Huntingtowne Farms HOA

Hosted online by City of Charlotte Housing & Neighborhood Services

Huntingtowne Farms HOA

2022 Board Retreat

Background

On Tuesday, March 8, 2022, members of the Huntingtowne Farms HOA 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:

- Kim Riddle
- Aaron Cooper
- Prabhat Jain
- Terry Davis
- Mary Boyd
- Ashley Gilbert

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)

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.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• No absentee landlords; property well maintained; low crime• Improvement of area schools• Lots of open space• Nature; Greenway• HOA leadership• Light traffic• Good people, good communications with the bi-weekly HOA emails	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Need more volunteers• Lack of signage• Preconceived notions/reputation• Pool not being part of HOA• Lack of facilities
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Stronger partnership with schools• Land donation• Influx of new younger families• More people learning about through Greenway• Building a place for events	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Wildlife and how to coexist• Home value fluctuations and privacy fences• Lack of concern about crime• Easy target due to poor lighting

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:

- Secure a group of volunteers to help with projects and groom them to fill leadership positions in the future
- Recruit potential board members
- Wildlife education (no hunting and add signage)
- Connect with all new residents who moved here during Covid
- Identify a place that can serve as a gathering place

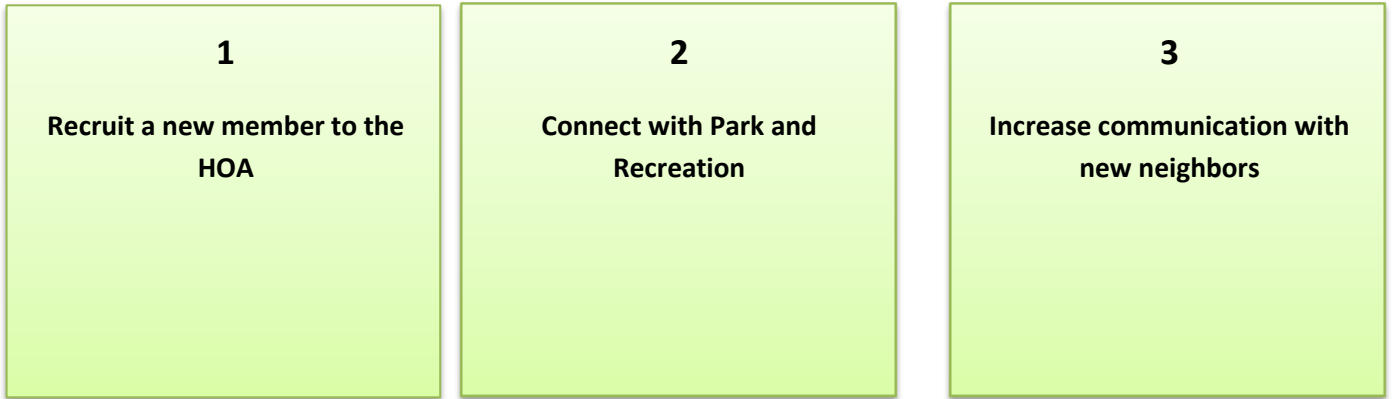
The three priorities receiving the most votes are the strategic priorities that are most important for us to begin working on to achieve our vision. Within these three categories, there were three activities selected as most impactful toward achieving our strategic priorities.

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

2022 Neighborhood Board Retreat Summary

Huntingtowne Farms HOA

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



IN 2022-2023, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:



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
Recruit 1-2 members to attend the next board meeting Lead(s): Kim Riddle	Board Development City of Charlotte Neighborhood Board Training
Contact Park and Recreation about storage space by August 2022 Lead(s): Aaron Cooper	Neighborhood Improvement
Develop an enhanced welcome package to increase outreach efforts with new neighbors by 2023 Lead(s): Mary Boyd	Communication, Welcoming & Engaging Neighborhoods

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

Chad Martin, Southwest Community Engagement Liaison	Millicent Powell, Southwest Community Engagement Manager
chad.martin@charlottenc.gov or (704) 618-4847	millicent.powell@charlottenc.gov or (704) 622-2020