Hyde Park Estates

Hosted by City of Charlotte Neighborhood & Business Services at CPCC Main Campus

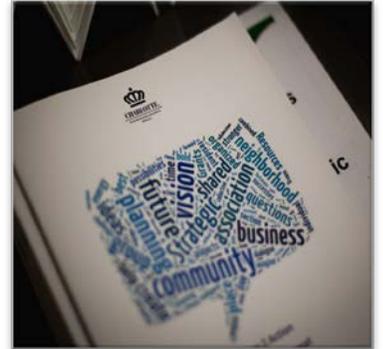## Background

On Saturday, February 7th 2015, the board members of the Hyde Park participated in a board retreat facilitated by the City of Charlotte, hosted at CPCC's Main Campus. The following board members participated in the retreat:

- Charles Assenco
- Raymond Cantey
- John Crawford

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 Neighborhood Matching Grant credit to help execute one of the projects we identified.

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
- Where Have We Been? Where Are We Going?: Arrow Activity
- Where We Want to Be: Vision Statement Exercise
- Seeing the Forest through the Trees: Developing Strategic Priorities
- Working Lunch – The Year Ahead
- Idea Development – Time for participants for develop an action plan for goal achievement.

Where Are We Going, Where Have We Been?

We began our day with paired interviews, using the "Where Are We Going, Where Have We Been?" activity. 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

After interviewing our partners we shared our discussion with the group, finding commonalities in our conversations.

Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why would or wouldn't a person/business want to move into our community?	Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?
• Coming together as one community (best) • People were invested in community (best) • Homes being sold or foreclosed (worse)	• No community center • Nothing in community for seniors • Older population • Not a lot of rental properties • Neighborhood has diversity	• Educational programming for youth • Sports programs for community • Improve schools for which kids are zoned

Our Vision

Our vision is the unifying statement for our community that will guide our decision making and reminds us of what we are trying to reach. It is based on our shared values and preferences for our community's future. It combines the best of what was, what is, and what could be.

OUR VISION:

Hyde Park Estates is a historic community that embraces diversity, community, safety, and promotes an active lifestyle.

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 using the Affinity Mapping Process, detailed below:

- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
  - Current action items getting you closer to our vision.
  - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the wall.
- Organize the ideas by natural categories, once everyone agrees on the groups, give each one a name.

This activity led us to the following categories and action items being identified as important within our community:

- Increase community support
    - Update directory
    - Create newsletter
    - Share board/committee responsibilities
- Active community / lifestyle
    - Develop recreational space
- Form committees
    - Social / Communication
    - Beautification

Each participant was provided three (3) stickers to be used for voting. Stickers could be placed all on one or two items or shared amongst all of the ideas identified. The three categories receiving the most votes are the strategic priorities that are most important for us to begin working on to achieve our vision, these are:

1 Form committees	2 Increase community support	3 Active lifestyle

Action Items for 2014-2015

The three activities selected as most impactful toward achieving our strategic priorities are activities in 2014-2015 are:

Create a social committee

Develop community newsletter

Establish recreational space to be utilized by residents

Hyde Park Estates

OUR VISION:

Hyde Park Estates is a historic community that embraces diversity, community, safety, and promotes an active lifestyle.

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

1	2	3
Form committees	Increase community support	Active lifestyles

IN 2014-2015, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

- Create a social committee
- Develop community newsletter
- Establish recreational space to be utilized by residents

Project	Getting Started	Resources
Project #1 Create a social committee	• Organize a committee	**How to organize a committee**: http://www.mycommittee.com/BestPractice/Committees/Startingacommittee/tabid/244/Default.aspx
	• Reach out to neighbors via social media • Survey residents about what types of social media they use	**Online survey tool:** www.surveymonkey.com **Sample neighborhood survey:** http://www.santacruzneighbors.com/files/form_sampleneighborhoodsurvey.pdf **Nextdoor: Create a private social network for your neighborhood:** https://nextdoor.com/about_us/
	• Learn more about types of social media and how they are utilized	**Local Resources for Neighborhoods:** http://digitalcharlotte.org/ **Knight School of Communication at Queens University:** http://www.queens.edu/Academics-and-Schools/Schools-and-Colleges/Knight-School-of-Communication/Spotlight-Stories/How-Do- Neighborhoods-Communicate.html
Project #2 Develop community newsletter	• Develop newsletter content • Create a weekly e-mail blast	**Mail Chimp: Free online newsletter creator:** www.mailchimp.com
	• Communicate information about events and meetings in a variety of ways	**Set up a conference call option for meetings:** www.freeconferencecall.com **Nextdoor: Create a private social network for your neighborhood:** https://nextdoor.com/about_us/ **Make signs to announce meetings with FastSigns ® Reusable Yard Signs:** http://www.fastsigns.com/sg-yard-signs/Yard-Signs
Project #3 Establish recreational space to be utilized by residents	• Check out other communities' recreation spaces to get new ideas • DIY websites for ideas • Apply for a grant	**Get DIY Ideas on Pinterest:** www.pinterest.com **DIY Inspired for videos and ideas:** http://www.diyinspired.com/ **Home Depot provides grants to communities:** http://www.homedepotfoundation.org/page/grants **Lowes has small grants available for neighborhoods:** http://www.lowes.com/cd_charitable+and+educational+foundation_936258779

Project #3 continued: Establish recreational space to be utilized by residents	• Borrow tools for repairs • DIY Lessons	**Community ToolBank is a great place to borrow tools for projects:** http://charlotte.toolbank.org/ **How-to lessons at Lowes:** http://www.lowes.com/cd_How+To+Library_615580068_ **Home Depot Workshops:** http://workshops.homedepot.com/workshops/home?cm_mmc=SEM|THD|G|BT2|Resources&gclid=CJi3x9XeuMACFQ1p4AodDx0AmQ&gclsrc=ds

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