



CHARLOTTE™

2015 NEIGHBORHOOD BOARD RETREAT



Lakewood Neighborhood Alliance

Hosted by City of Charlotte Neighborhood & Business Services at UNC Charlotte Center City

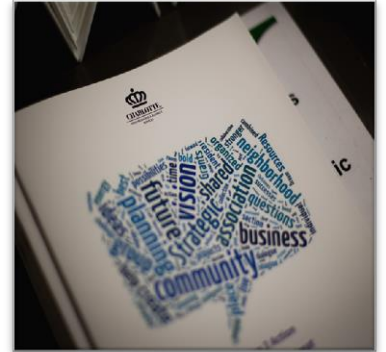
Lakewood

2015 Board Retreat

Background

On Saturday July 18th, 2015, the board members of the Lakewood Neighborhood Alliance participated in a board retreat facilitated by the City of Charlotte, hosted at UNC Charlotte Center City. The following board members participated in the retreat:

- Nola Murphy
- Hattie Griffin
- Chini Nichols
- Linda Jones
- Delores Miller
- Ana Zuevskaya



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?
<ul style="list-style-type: none"> • People taking action • Delivering newsletters (since '95) • Building with meeting space and computer lab • School supplies backpacks, angel tree, thanksgiving and fellowship • Less participation 	<ul style="list-style-type: none"> • New residents getting involved • Crime has decreased, but still high • Park and preschool and new homes • Welcoming, we have meetings/newsletters • Quality over quantity (participation) • Supporting/working together • Vacant land 	<ul style="list-style-type: none"> • Finding out each other's strengths • Work with CDC to have meeting space/computers • Childcare, budgeting workshops, elder care activities, movie nights, classes on networking, transportation (bus) • Grocery store • Prioritize goals/projects • Welcome businesses • Community garden? (CPC for education) • Job resources, employment, high wages • Change negative perception • CMPD new substation • Education (improving)

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: Lakewood is a safe, attractive, welcoming community that supports all people who choose to live, work, and play here.

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:

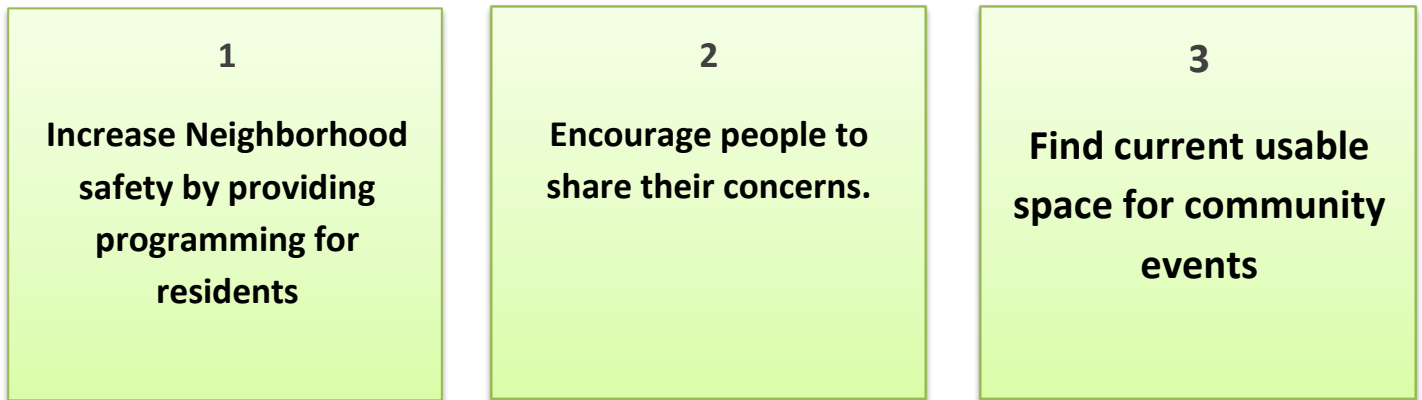
- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
 - Current action items getting you closer to our vision.
 - Possible priorities/actions items to get us closer to our vision.
- Place the sticky 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:

- Lakewood has recently participated in a Board Retreat, and chose to build on that work. They worked to modify the strategic priorities from the last retreat to better reflect the vision statement, become SMART goals, and align with their neighborhood grant objectives.

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:



Action Items for 2015-2016 The three activities selected as most impactful toward achieving our strategic priorities are activities in 2015-2016 are:



2015 Neighborhood Board Retreat Summary

Lakewood

OUR VISION: Lakewood is a safe, attractive, welcoming community that supports all people who choose to live, work, and play here.

TO

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

1

Increase Neighborhood safety by providing programming for residents

2

Encourage people to share their concerns.

3

Find current usable space for community events

IN 2015-2016, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Neighborhood meetings will become more educational & informative

Events: Fall Festival, Parade, Angel Tree

Neighborhood Survey

National Night Out

NextDoor

Use Church space

God's Lighthouse building

Workforce Development Grant

RESOURCES TO GET YOU STARTED

Project	Getting Started	Resources
<p>Project #1</p> <p>Neighborhood meetings will become more educational & informative Events: Fall Festival, Parade, Angel Tree</p>	<ul style="list-style-type: none"> Develop a fundraising plan 	<p>Neighborhood fundraiser ideas: http://www.useful-community-development.org/how-to-fundraise.html</p> <p>More fundraising ideas: http://www.ehow.com/way_5208916_fundraising-ideas-neighborhood-association.html</p>
<p>Project # 2</p> <p>Neighborhood Survey National Night Out NextDoor</p>	<ul style="list-style-type: none"> Survey residents 	<p>Online survey tool: www.surveymonkey.com Sample neighborhood survey: http://www.santacruzneighbors.com/files/form_sampleneighborhoodsurvey.pdf</p>
	<ul style="list-style-type: none"> Create social media outlets for the community 	<p>Nextdoor: Create a private social network for your neighborhood: https://nextdoor.com/about_us/ Local Resources for Neighborhoods: http://digitalcharlotte.org/</p>
<p>Project #3</p> <p>Use Church space God’s Lighthouse building Workforce Development Grant</p>	<ul style="list-style-type: none"> Partner with churches to create a SNAP site for job seekers through Charlotte Works 	<p>Debra White Charlotte Works 704-206-1348 http://www.charlotteworks.com/Job-Seekers/About-Us/SNAP-Sites</p>

Parking Lot Issues for Follow-Up	
Signage	<p>Neighborhood Matching Grants http://charmeck.org/city/charlotte/nbs/communityengagement/nmg/Pages/default.aspx</p>
Neighborhood Watch and Police Networking	<p>CMPD Neighborhood Watch Program http://charmeck.org/city/charlotte/cmpd/safety/neighborhoodwatch/Pages/default.aspx</p> <p>How to Start a Neighborhood Watch Program http://www.neighborhoodlink.com/article/Community/Neighborhood_Watch_How_To_Start</p> <p>Request a Crime Prevention Through Environmental Design study through CMPD to find out where trouble areas may be in your neighborhood crimepreventionunit@cmpd.org</p>
Grocery Store	<p>http://charmeck.org/mecklenburg/county/HealthDepartment/features/Pages/FoodDeserts.aspx http://charmeck.org/city/charlotte/planning/Pages/Home.aspx</p>

Your community is located within Charlotte’s North West Service Area, your staff contacts for following up and community assistance are:

Kim Barnes, Community Engagement Specialist	Randy Harris, Community Engagement Lead
kbarnes@charlottenc.gov or 704-336-8408	rharris@charlottenc.gov or 704-432-1579

