



**CHARLOTTE.**

# 2016 NEIGHBORHOOD BOARD RETREAT



## Lakewood Neighborhood Alliance

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

# Lakewood Neighborhood Alliance

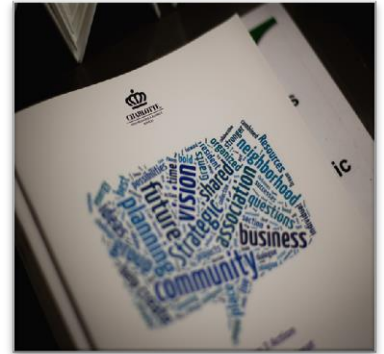
## 2016 Board Retreat

### Background

On Saturday, July 16th, 2016, the board members of the Lakewood Neighborhood Alliance participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at UNC Charlotte Center City. The following board members participated in the retreat:

Nola Murphy  
Chini Nichols  
Linda Jones  
Ms. Jessie

Delores Miller  
Pastor Dennis William  
Vivienne Johnson  
Catherine Evans



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 our completed Vision to Action Idea Development Plan Workbook with our NMG request. This credit will expire following the September 1, 2017 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
- 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.

<b>Where We Were:</b> Reflecting on our past, what were some of the best/worst moments?	<b>Where We Are:</b> Why would or wouldn't a person/business want to move into our community?	<b>Where We Want to Be:</b> If you could make 3 wishes to make our community flourish, what would they be?
<p><b>BEST</b></p> <ul style="list-style-type: none"> <li>• Back to school activities</li> <li>• Night Out</li> <li>• Family &amp; Friends event</li> <li>• Fourth of July parade</li> <li>• Newsletter</li> <li>• TreesCharlotte planting</li> <li>• Habitat partnership</li> <li>• Pre-school</li> <li>• Police presence</li> <li>• Code Enforcement</li> <li>• Church</li> </ul> <p><b>WORST</b></p> <ul style="list-style-type: none"> <li>• Crime</li> <li>• Drugs &amp; prostitution</li> <li>• Timing of Fourth of July parade</li> <li>• Lack of transportation options</li> <li>• Poor communication among residents and neighborhood leaders</li> <li>• Lack of neighborhood collaboration</li> <li>• Dead end streets that allows access for criminal activity</li> <li>• Loud music at certain houses</li> <li>• Trash</li> </ul>	<p><b>WHY?</b></p> <ul style="list-style-type: none"> <li>• Access to I-85</li> <li>• There is support for stores</li> <li>• Public transportation access</li> <li>• We are so much better than we were</li> </ul> <p><b>WHY NOT?</b></p> <ul style="list-style-type: none"> <li>• Crime</li> <li>• Loud noise</li> <li>• Loitering</li> <li>• Outside people coming to neighborhood for criminal activity</li> <li>• Trash in neighborhood and surrounding businesses</li> </ul>	<ol style="list-style-type: none"> <li>1. A clean and safe neighborhood</li> <li>2. Better communication between residents and neighborhood leaders</li> <li>3. Build a neighborhood grocery store</li> </ol>

## 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 category and action items being identified as important within our community:

1  
Better communication  
between neighborhood  
leadership groups

**Action Items for 2016-2017** The two activities selected as most impactful toward achieving our strategic priorities are activities in 2016-2017 are:

Hold a meeting  
between LNA, Church,  
Pre-school, Habitat for  
Humanity and CDC on  
July 25<sup>th</sup> at 5:30 p.m. at  
the church

Create a MOU between  
LNA, Church, Pre-  
school, Habitat for  
Humanity and CDC

**2016 Neighborhood Board Retreat Summary**

*Lakewood Neighborhood Alliance*

**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 ONE STRATEGIC PRIORITY:**

1

Better communication  
between neighborhood  
leadership groups

**IN 2016-2017, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:**

Hold a meeting  
between LNA, Church,  
Pre-school, Habitat for  
Humanity and CDC on  
July 25<sup>th</sup> at 5:30 p.m. at  
the church

Create a MOU between  
LNA, Church, Pre-  
school, Habitat for  
Humanity and CDC

Please list any parking lot issues or items here:

Please send Pastor Williams any existing land use plans for the neighborhood. Request sent to Service Area staff.



**Resources to Get Started**- You've rolled up your sleeves and established your vision. The following resources may assist your organization in achieving your goals. Links and contact information are provided for information only and are subject to change.

Project	Getting Started	Resources
<p><b>Project #1</b></p> <p>Hold a meeting between LNA, Church, Pre-school, Habitat for Humanity and CDC on July 25<sup>th</sup> at 5:30 p.m. at the church</p>	<ul style="list-style-type: none"> <li>Plan an effective meeting</li> </ul>	<p><b>Set up a conference call option for meetings:</b>  <a href="http://www.freeconferencecall.com">www.freeconferencecall.com</a></p> <p><b>Nextdoor: Create a private social network for your neighborhood:</b>  <a href="https://nextdoor.com/about_us/">https://nextdoor.com/about_us/</a></p> <p><b>Yard Signs: Make signs to announce meetings with FastSigns® Reusable Yard Signs:</b>  <a href="http://www.fastsigns.com/sg-yard-signs/Yard-Signs">http://www.fastsigns.com/sg-yard-signs/Yard-Signs</a></p> <p><b>Mail Chimp: Free online newsletter creator to announce events:</b>  <a href="http://www.mailchimp.com">www.mailchimp.com</a></p> <p><b>Meetings tips for neighborhoods:</b>  <a href="http://nacok.org/association-tools/effective-meetings/">http://nacok.org/association-tools/effective-meetings/</a>  <a href="http://www.neighborhoodlink.com/article/Association/Effective_Meeting_Agenda">http://www.neighborhoodlink.com/article/Association/Effective_Meeting_Agenda</a></p> <p><b>Doodle to aid in scheduling meetings:</b>  <a href="http://doodle.com/">http://doodle.com/</a></p>
	<ul style="list-style-type: none"> <li>Engage stakeholders and build partnerships</li> </ul>	<p><b>Effective Tips for Engaging Stakeholders:</b>  <a href="http://www.artscapediy.org/Creative-Placemaking-Toolbox/Who-Are-My-Stakeholders-and-How-Do-I-Engage-Them/A-Guide-to-Engaging-the-Community-in-Your-Project.aspx">http://www.artscapediy.org/Creative-Placemaking-Toolbox/Who-Are-My-Stakeholders-and-How-Do-I-Engage-Them/A-Guide-to-Engaging-the-Community-in-Your-Project.aspx</a></p> <p><b>A guide to building effective neighborhood partnerships:</b>  <a href="http://www.neighborpower.org/papers/building-genuine-partnerships.pdf">http://www.neighborpower.org/papers/building-genuine-partnerships.pdf</a></p> <p><b>Starting a Coalition:</b>  <a href="http://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coalition/main">http://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coalition/main</a></p> <p><b>Meet other successful Charlotte neighborhood consortiums:</b>          -MoRA: <a href="http://moract.org/">http://moract.org/</a>          -SDDA: <a href="https://www.facebook.com/Shamrock-Drive-Development-Association-204240809618037/">https://www.facebook.com/Shamrock-Drive-Development-Association-204240809618037/</a></p> <p><b>Additional online Resources for neighborhood associations:</b>  <a href="http://www.neighborhoodlink.com/article/Association">http://www.neighborhoodlink.com/article/Association</a></p>
<p><b>Project #2</b></p> <p>Create a MOU between LNA, Church, Pre-school, Habitat for Humanity and CDC</p>	<ul style="list-style-type: none"> <li>Research items needed for MOU and best way to write</li> <li>Continue building partnerships between organizations listed at left</li> </ul>	<p><b>Charlotte School of Law provides resources to help non-profits establish and improve themselves:</b>          Professor Rocky Cabagnet, <a href="mailto:rcabagnet@charlottelaw.edu">rcabagnet@charlottelaw.edu</a>, 704.808.4991 (see attached flyer)</p> <p><b>CPCC's Small Business Center:</b>  <a href="http://www.cpcc.edu/sbc">www.cpcc.edu/sbc</a></p> <p><b>Charlotte Business Resources Portal:</b>  <a href="http://charlottebusinessresources.com/">http://charlottebusinessresources.com/</a></p> <p><b>Business Link North Carolina Entrepreneur Resources:</b>  <a href="http://www.blnc.gov/start-your-business/entrepreneur-resources">http://www.blnc.gov/start-your-business/entrepreneur-resources</a></p> <p><b>Why businesses should partner with surrounding neighborhoods:</b>  <a href="https://www.portlandoregon.gov/oni/article/174358">https://www.portlandoregon.gov/oni/article/174358</a></p> <p><b>Charlottebusinessresources.com networking page:</b>  <a href="http://charlottebusinessresources.com/starting-a-business/networking/">http://charlottebusinessresources.com/starting-a-business/networking/</a></p>

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

Cherie Grant, Community Engagement Specialist	Randy Harris, Community Engagement Lead
<a href="mailto:Cherie.Grant@charlottenc.gov">Cherie.Grant@charlottenc.gov</a> or 704-336-3322	<a href="mailto:rharris@charlottenc.gov">rharris@charlottenc.gov</a> or 704-432-1579