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NEIGHBORHOOD BOARD RETREAT



February 24, 2018

Lakewood Neighborhood Alliance

Hosted by City of Charlotte Housing & Neighborhood Services at

Goodwill Opportunity Campus

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"> • High crime rates • There were lots of partnerships with outside organizations providing resources within the community • There was a lack of trust and unity within the community 	<ul style="list-style-type: none"> • Still crime but not as bad as it was in the 90's • Still fostering relationships with outside organizations • More engaged leadership • High growth potential for the area • Great location with close proximity to uptown 	<ul style="list-style-type: none"> • More engaged community • Foster partnerships with sustained resources and education around resources provided • Unity within the community



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 historic, centrally-located, beautiful and engaged neighborhood that others look to as an example of community and strong families

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:

- Organizational Structure
 - Create a budget and strategic plan for the year
 - Board organization
 - a. Leaders
 - b. By-laws
 - c. Budget
 - d. Financial partners
 - Explore the idea of employing director for alliance
- Collaborative Partnerships
 - Stakeholder meeting between all organizations active in the neighborhood
 - Education about resources that are available to residents
 - Learn from other communities with similar past and desired future
- Communication/Community Engagement
 - Host events to build relationships among LNA and residents
 - Education around access to opportunities
 - Continue having community meetings with speakers and representatives that can provide resources
 - Educate residents about the history of the neighborhood
- Beautification
 - Entry sign for the neighborhood
 - Community clean-ups
 - Adopt-a-Street
 - Renovate park

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. 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.



2018 Neighborhood Board Retreat Summary

Lakewood Neighborhood Alliance

OUR VISION:

Lakewood is a historic, centrally-located, beautiful and engaged neighborhood that others look to as an example of community and strong families

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

1
Organizational Structure

2
Collaborative Partnerships

3
Communication
&
Community Engagement

IN 2018-2019, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

Develop a budget for the calendar year 2018 by 4/1/2018

Convene and facilitate a stakeholder meeting by 4/15/2018

Host a series of community events to build relationships from 4/20/2018 – 5/30/2018

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
Develop a budget for the calendar year 2018 by 4/1/2018	Board Development
Convene and facilitate a stakeholder meeting by 4/15/2018	Board Development; Partnerships
Host a series of community events to build relationships from 4/20/2018 – 5/30/2018	Partnerships; Public Safety

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

Cherie Grant, Northwest Community Engagement Liaison	Randy Harris, Northwest Community Engagement Manager
Cherie.Grant@charlottenc.gov or 704-336-3322	rharris@charlottenc.gov or 704-432-1579

