



**CHARLOTTE**<sup>SM</sup>

# **NEIGHBORHOOD BOARD RETREAT**



**July 15, 2017**

**Lennar Townhomes at Ayrley**

**Hosted by City of Charlotte Housing & Neighborhood Services at**

**Central Piedmont Community College**

# *Lennar Townhomes at Ayrnsley*

## **2017 Board Retreat**

### **Background**

On Saturday, July 15, 2017, the board members of the Lennar Townhomes at Ayrnsley participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at CPCC. The following board members participated in the retreat:

Susan Towl  
Kimberly Brent  
Veronica Maynard

Erik Roach  
Andrew Towell



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, 2018 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?
<ul style="list-style-type: none"> <li>• Beautification projects</li> <li>• Community picnics</li> <li>• Supporting small Ayrslley Businesses- coupons</li> <li>• HOA meetings</li> <li>• No through traffic</li> </ul>	<ul style="list-style-type: none"> <li>• Live/work feel</li> <li>• Good access to amenities</li> <li>• Walkability</li> <li>• Age of residents</li> <li>• Traffic has increased/ speeding</li> <li>• Landscape is lacking</li> <li>• Parking</li> <li>• Timing lights at key intersections</li> </ul>	<ul style="list-style-type: none"> <li>• Access to the Lynx</li> <li>• Cross-town transportation needed</li> <li>• Improved aesthetic</li> <li>• Improve collaboration with neighboring communities</li> <li>• Info board/ neighborhood signage</li> </ul>



## 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:

*Lennar Townhomes at Ayrley is your peaceful refuge that is a friendly live/work community with easy access to all your needs.*

## 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:

- Traffic Safety
  - Speed bumps
  - Outlining parking spaces on main streets
  - Address truck traffic
- Beautification
  - Landscape plan
  - Berm plan
  - Dog park
  - Garbage containers
- Community Building
  - Meeting with adjacent HOAs and apartment communities
  - Neighborhood cleanup
  - Fall festivals

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.



**2017 Neighborhood Board Retreat Summary**

*Lennar Townhomes at Ayrnsley*

**OUR VISION:**

*Lennar Townhomes at Ayrnsley is your peaceful refuge that is a friendly live/work community with easy access to all your needs.*

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

1  
Traffic Safety

2  
Beautification

3  
Community Building

**IN 2017-2018, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:**

Meet with CDOT to explore traffic calming solutions within the neighborhood (potential options: speed humps, narrow intersection, signage, street striping)

Implement the landscaping and berm plan

Hold quarterly meetings with fellow HOAs and apartment management

**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
<b>Meet with CDOT to explore traffic calming options within the neighborhood (potential options: speed humps, narrow intersection, signage, street striping)</b>	Public Safety
<b>Implement the landscaping and berm plan</b>	Beautification
<b>Hold quarterly meetings with fellow HOAs and apartment management</b>	Partnerships

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

Millicent Powell, Southwest Community Engagement Liaison	Eugene Bradley, Southwest Community Engagement Manager
<a href="mailto:mepowell@charlottenc.gov">mepowell@charlottenc.gov</a> or 704-432-6814	<a href="mailto:ebradley@charlottenc.gov">ebradley@charlottenc.gov</a> or 704-432-1579

