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NEIGHBORHOOD BOARD RETREAT



February 18, 2017

Lockwood Neighborhood Association

Hosted by City of Charlotte Neighborhood & Business 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?
<p>Best:</p> <ul style="list-style-type: none"> • Block parties • ‘Passion’ at our meetings • Long-term residents • Projects funded by grants <p>Worst:</p> <ul style="list-style-type: none"> • Negative youth • Shelter poorly managed, loitering • Gentrification – “the meeting” • Slum lords, rundown properties • Blighted areas: 100 block of Sylvania, edge of neighborhood • Safety • Old view (hood) cliques • Industrial areas around neighborhood • Hazardous chemical spills 	<p>Why:</p> <ul style="list-style-type: none"> • Location – close to Uptown • Diverse neighborhood • Light rail • Potential development • Music Factory nearby • Affordable • NESD – North End Smart District <p>Why Not:</p> <ul style="list-style-type: none"> • Crime – not acceptable • Walkability - limited • Schools - poor • Lack of: <ul style="list-style-type: none"> ○ Parks ○ Shelter ○ Shops/grocery stores 	<ul style="list-style-type: none"> • More involvement from residents • Stay diverse and inclusion, more open mindedness • Better Shelter Facility & Mtg • 100 Block redeveloped/equity share (store, vacant lot, quad-plex) • Families to feel safe outside • Appeal to families with school age kids • More pride in homes & beautification • Need a park • Branding/ signage

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:

*Lockwood is a Historic and Innovative Uptown Community
that embraces Diversity and Inclusion.*

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:

Strategic Priority <i>(large sticky notes)</i>	Potential Projects <i>(small sticky notes)</i>	Sources that could give life to success
<i>“The Trunk”</i>	<i>“The Fruit”</i>	<i>“The Roots”</i>
1. Community Branding	<ul style="list-style-type: none"> • Roundabouts to promote: safety, neighborhood marketing, branding • Marketing plan to tell our story • Newsletters each month • Go after more movie & media spotlights (get movie industry to take notice) • Signage at entrances (especially N. Tryon & Graham Sts. edges) 	<ul style="list-style-type: none"> • NCDOT • CDOT • NBS • Artists • CMPD • North End Partners • Arts & Science Council • Avid Xchange • Duke Energy • Knight Foundation
2. Environmental Projects	<ul style="list-style-type: none"> • Create Park concept for Park & Rec • Develop Steve’s land (100 Block) • Work with land owners to utilize lots for Community Activity space • Research and acquire Lighting grant • Complete LED Grant project • Creek cleanup 	<ul style="list-style-type: none"> • City Councilmember (Patsy Kinsey) • Park & Rec • Duke Energy • Landowners • Hornets
3. Community Activities	<ul style="list-style-type: none"> • More corporate involvement initiatives & fun activities • Lockwood Day – Festival & Parade • Street closure initiatives (3-on-3 basketball tournament) • Block parties – twice a year • More neighborhood building & unity activities • Movie nights for kids & family • Gentrification workshop – ‘How to learn through the process’ • Talking to neighbors • Art in neighborhood • 240 Sylvania – Lockwood Legends • Community Gardens 	<ul style="list-style-type: none"> • Social Committee • Hornets • Bojangles • Avid Xchange • CMPD • Fire Dept. • Extravaganza

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.

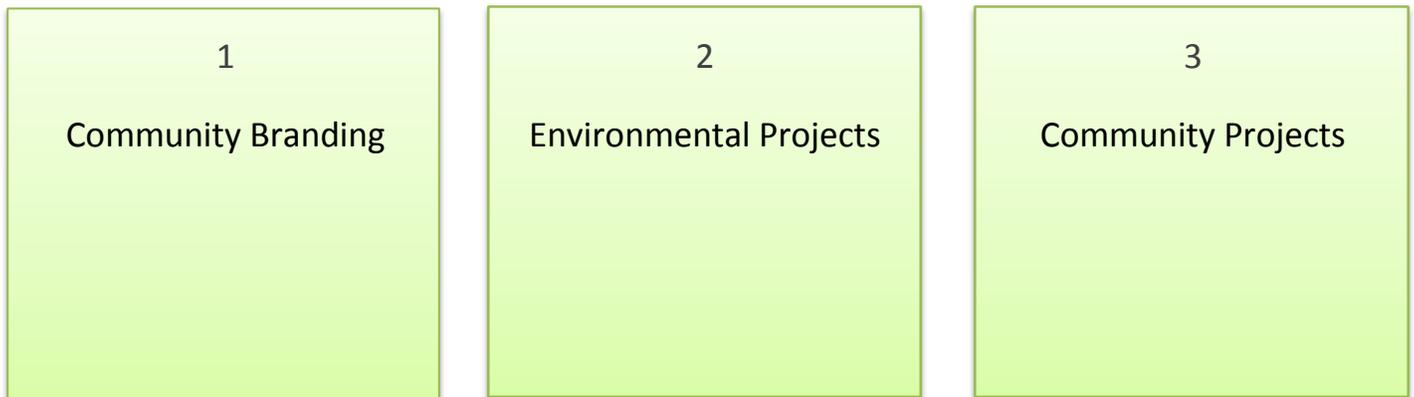
2017 Neighborhood Board Retreat Summary

Lockwood Neighborhood Association

OUR VISION:

Lockwood is a Historic and Innovative Uptown Community that embraces Diversity and Inclusion.

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



IN 2017-2018, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:



Please list any parking lot items or additional activities beyond the initial 3 here.

- Invite Andrew Bowen to a meeting for detail discussion of the QOL Report. *Andrew Bowen can be reached at abowen@ci.charlotte.nc.us.*
- Info on Biz grants – BDOP for new biz as development continues. *Contact Lori Lencheski to discuss business grant programs (Lori.Lencheski@ci.charlotte.nc.us; 704-336-3285).*
- Convenience store issue – co-op maybe, equity share. *Cherie Grant will be able to steer you in the right direction (see below).*
- Diversity statement as part of vision statement. *Cherie Grant will be able to provide guidance (see below).*

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
Create art-focused roundabouts to promote: safety, neighborhood marketing, branding - Develop plan and apply for grant (NCDOT) by 2018 - Hold community paint day	Beautification; Public Safety
Create park proposal for County Park & Rec by 2017 - What’s the need? - Availability of land - Community by-in - Conceptual proposal	Recreation; Partnerships
Plan ‘Lockwood Day’ by fall 2017 - Festival - Parade - Basketball tournament - Block Party	Welcoming & Engaging Neighbors

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

