



# **NEIGHBORHOOD BOARD RETREAT**



**February 28, 2022**

**Madison Park Neighborhood Association**

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

# Madison Park Neighborhood Association

## 2022 Board Retreat

### Background

On Monday, February 28, 2022, members of the Madison Park Neighborhood Association participated in the virtual Neighborhood Board Retreat facilitated by the City of Charlotte. The following board members and/or community members participated in the retreat:

- Brian Hall
- Margaret Sexton
- Morris Rosen
- Adam Strange

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
- Outline a direction for the future of the neighborhood that represents the needs and desires of current and future residents
- Set clear goals and priorities for the upcoming year(s)

### 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:

- Analyzing neighborhood trends and conditions
- Developing strategic priorities
- Developing project ideas

The agenda for the day was as follows:

- Introductions
- Icebreaker
- Understanding your neighborhood - SWOT Analysis
- Developing Strategic Priorities
- Creating SMART Goals
- Idea Development – Time for participants for develop an action plan for goal achievement

## SWOT Analysis

We began our day with group discussion using the SWOT Analysis framework. 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

Our discussion helped us to find commonalities in our conversations.

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"><li>• Walkable area</li><li>• Close to transit/Blue Line</li><li>• Green space /trees</li><li>• Parks w/recreation &amp; sports facilities</li><li>• Nice sized lots</li><li>• Retail and development increasing</li><li>• Name recognition</li><li>• Young families revitalizing the neighborhood</li><li>• Favorable school districts due to redistricting means more families with kids staying in the neighborhood</li><li>• Owners/involved landlords</li><li>• Very few Air B&amp;B/short-term rentals</li><li>• More remodeled homes than tear downs</li><li>• Feels like a 50s neighborhood</li><li>• Community Officer Pham</li></ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• Increased traffic/speeding</li><li>• Non-residents hanging out</li><li>• Restaurants full</li><li>• Poor stewards of common spaces/littering</li><li>• Less than 10% involved in NA, only hear from them when there are issues</li><li>• Lack of cultural diversity</li><li>• Exposed power lines, outages often</li><li>• Tough to get residents engaged</li><li>• Narrow streets, difficult street parking</li></ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• Lots of potential NA members</li><li>• Social activities</li><li>• Collect occupations &amp; skills</li><li>• Neighborhood resources – manage and improve</li><li>• Database of past dues paying members</li></ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"><li>• Real estate prices</li><li>• Commercial buyers price out individuals</li><li>• Short-term rentals</li><li>• Growth outpacing ability to implement changes</li><li>• “Old timers” not interested in change</li><li>• Crimes of opportunity rising</li><li>• Issues around the neighborhood fringes</li><li>• NA has no authority for enforcement</li><li>• Tall trees cause power outages</li></ul>

## Strategic Priorities

After completing the SWOT analysis, participants began to brainstorm 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. This activity led us to the following priorities/action items being identified as important within our community:

- Host more social events e.g.: socials, 5k, block parties, trunk or treat, NNO, with a regular cadence
- Support businesses in the neighborhood
- Improve neighborhood resources
- Establish social committee
- Identify block captains
- Community garden – land across the street from the garden. Long-term goal to use open spaces in the neighborhood as phase 1 – advertise, document, use it to get people involved
- Board ownership – task each member with recruitment
- Create neighborhood association brochure
- Improve infrastructure - Traffic study, sign toppers, community garden

The three priorities 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.

## 2022 Neighborhood Board Retreat Summary

### Madison Park Neighborhood Association

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

<p style="text-align: center;"><b>1</b></p> <p style="text-align: center;"><b>Improve community engagement</b></p> <ul style="list-style-type: none"> <li>-Signature events, regular cadence</li> <li>-Create brochures &amp; signage                             <ul style="list-style-type: none"> <li>-Social Chair</li> <li>-Block Captains</li> </ul> </li> </ul>	<p style="text-align: center;"><b>2</b></p> <p style="text-align: center;"><b>Increase membership in the Neighborhood Association</b></p> <ul style="list-style-type: none"> <li>-Board ownership</li> <li>-Block Captains</li> </ul>	<p style="text-align: center;"><b>3</b></p> <p style="text-align: center;"><b>Improve community infrastructure</b></p> <ul style="list-style-type: none"> <li>-Document process to replicate gardens</li> <li>-Traffic Calming</li> <li>-Sign toppers/signage</li> </ul>
--	---	--

**IN 2022-2023, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:**

<p>Identify potential Block Captains for each street, responsible for 20-30 homes by April 30. Confirm/implement Block Captains by EOY.</p>	<p>Each board member will invite 3 membership prospects to block party on April 30.</p>	<p>Garden kits and materials purchased, and Community Garden planting complete by April 15.</p>
---	---	---

**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>Identify potential Block Captains for each street, responsible for 20-30 homes by April 30. Confirm/implement Block Captains by EOY.</b> <b>Lead(s): Margaret</b>	Community Engagement
<b>Each board member will invite 3 membership prospects to block party on April 30.</b> <b>Lead(s): Brian</b>	Board Development
<b>Garden kits and materials purchased, and Community Garden planting complete by April 15.</b> <b>Lead(s): Adam</b>	Neighborhood Improvement <a href="#">Placemaking Hub</a> (information for paint the pavement/traffic calming, decorative signage/sign toppers, large scale special events, future gardens, etc.)

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

Chad Martin, Southwest Community Engagement Liaison	Millicent Powell, Southwest Community Engagement Manager
chad.martin@charlottenc.gov or (704) 618-4847	millicent.Powell@charlottenc.gov or (704) 622-2020