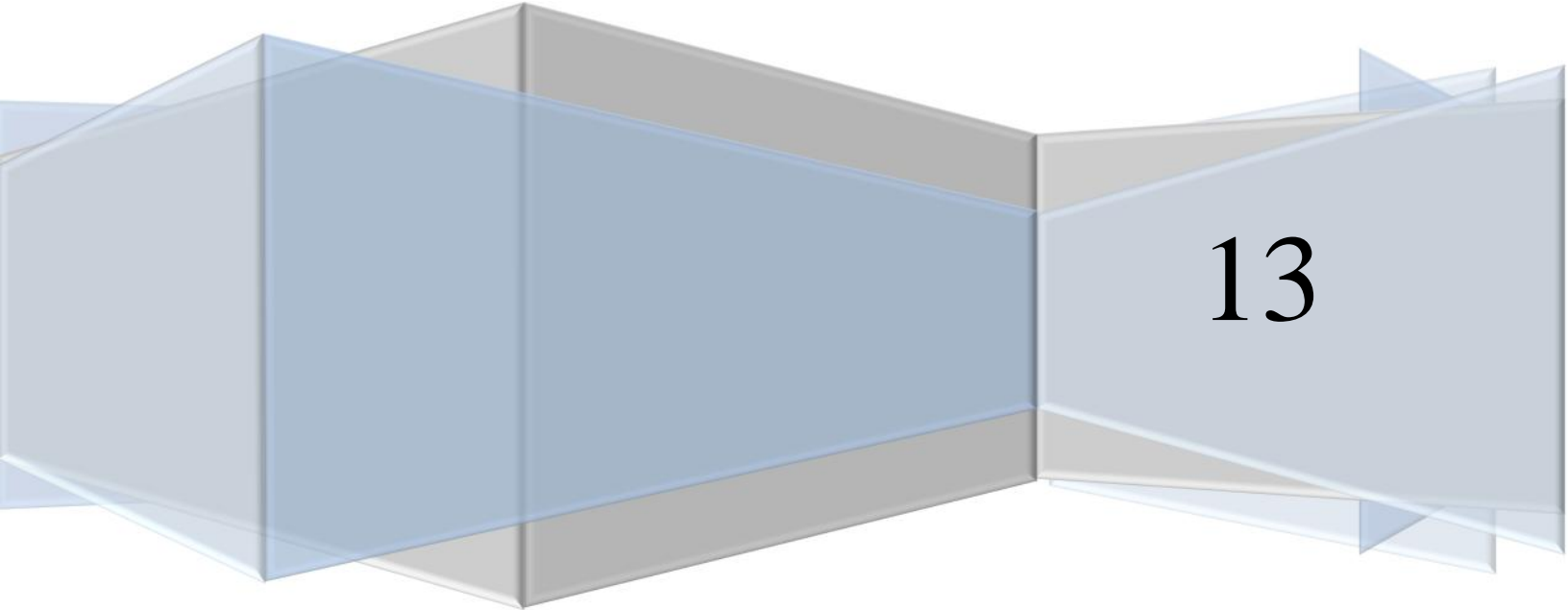


Madison Park at Wallace Farms

Board Retreat

Hosted by the City of Charlotte at Foundation For The Carolinas



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Madison Park at Wallace Farms

2013 Board Retreat

Background

On Saturday, July 20, 2013, the board members of the Madison Park at Wallace Farms participated in a board retreat facilitated by the City of Charlotte, hosted at Foundation For The Carolinas. The following board members participated in the retreat:

- Pat Dewey
- Joyce Gonzales
- Tony Lowe
- Jill McCam
- Regina Smith
- Rozel Tolliver



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 \$3,000 Neighborhood Matching Grant credit to help execute one of the projects we identified.

Process

Our board retreat was conducted by an external facilitator, tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help us capture what was the best of the past, what is 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
- Where's the Energy – Energygram Exercise
- Project Planning Worksheet Review

We started the session with general introductions of each participant in a roundtable style. Each person stated their name, where they were from, basic biographical information and one fact that the other participants would not know about them. After introductions, we went over the agenda items which included creating “rules for engagement” and deciding what on our expected outcomes for the day. We also invited participants to volunteer for different roles such as notetaker and timekeeper. Once these logistics were settled, we commenced into the official work of the retreat.

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 group discussion and found commonalities in our interview results. The notetaker scribed our responses on the Arrow poster as we presented our responses to the group.



Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why/why not would 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 style="text-align: center;">Best</p> <ul style="list-style-type: none"> • Festivals • Lights • Active board members • Previous cookouts <p style="text-align: center;">Worst</p> <ul style="list-style-type: none"> • No participation from neighbors • Finances • Rumors/fallout from social media • Crime • Cut thru to Sindair place 	<p style="text-align: center;">Why</p> <ul style="list-style-type: none"> • Location • Active community • Convenience to highways • Safety • Diverse age, race and cultures • Sense of community • Close schools • Future light rail <p style="text-align: center;">Why Not</p> <ul style="list-style-type: none"> • Lack of amenities • Low homeownership • Eastfield traffic • Pool politics • HOA dues 	<ul style="list-style-type: none"> • More neighbor participation • Upgraded pool area with clubhouse, picnic area, recreational area, and playground • Higher community standards for homes

Based on this activity, our group identified shared values that would help us craft the vision for our community. From our discussion, the following values emerged as priorities for our group in regard to Madison Park at Wallace Farms

- Family Values
- Safe Community
- Community and Business Involvement
- Better School
- Homeownership
- Caring 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. We discussed the fact that this vision statement is a living organism that will evolve as the needs and desires of our community changes. It is based on our shared values and preferences for our community's future. It combines and reflects the best of what was, what is, and what could be – the past, the present and the future – in Madison Park at Wallace Farms.

OUR VISION:

Madison Park at Wallace Farms is a progressive, active and diverse community ideally located to schools, shopping and transportation. We are a self-reliant, vibrant and caring community with a high sense of civic and personal responsibility.

Strategic Priorities

After committing to a shared vision, the board began to brainstorm on strategic priorities. First, we defined what was most important to us in order to achieve our vision. Strategic priorities are initiatives that will create momentum and help us move closer to the vision for our community. The idea is to laser focus on a few achievable goals and execute them very well and within a relatively short time frame as opposed to focusing on too many goals and risk not achieving any results or with poor execution.

We started out thinking broader and then narrowed our focus. We utilized the Affinity Mapping Process, detailed below:

- Distribute some sticky notes from the table to each participant. 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.
 - Current realities keeping you from our vision.
 - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the chart paper.
- Organize the likeminded ideas into natural categories by determining which ideas go together. Once everyone was in agreement on the grouping, each category was given a name.

This activity led us to the following three major categories:

Finances

- Unpaid dues
- Lack of funding
- Lack of personal responsibility

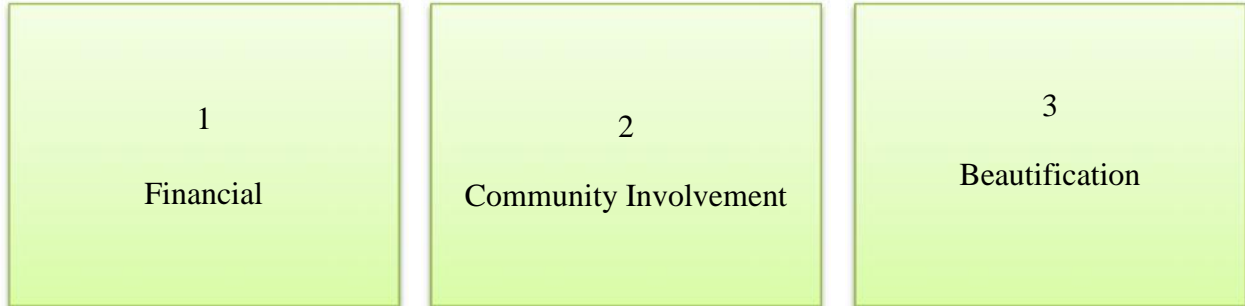
Board

- Active and productive board
- Self-reliant board
- Board planning
- Good relationship with HOA management company

Community Activities/Involvement

- Social events
- More community involvement

The board then identified the three priorities that were most important for us to begin working on to achieve our vision:



Potential Projects

The board then began to brainstorm on possible projects or activities that aligned with their strategic priorities:

Financial

- Aggressive pursuit of delinquents
- Reserve
- City programs
- Rewarding residents for paying on time
- Community raffle
- Early payment/dues incentives

Beautification

- Clubhouse
- Playground
- Walking trail
- Pool landscaping
- Sidewalks
- Pool pavilion
- Land maintenance and general clean up day

Community Involvement

- BBQ's
- Adults Night Out
- Easter Egg Hunt
- Charity Night
- Evening Pool Party
- Seasonal Decorating contest

Action Items for 2013-2014

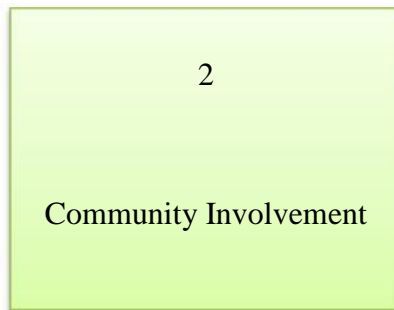
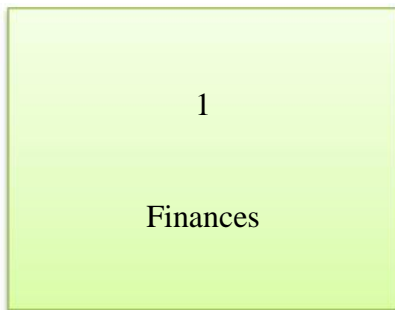
After identifying potential projects, the board voted on one project to pursue for each strategic priority in 2013-2014:



OUR VISION:

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



IN 2012-2014, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

