



NEIGHBORHOOD BOARD RETREAT



August 11, 2021

Martin Lake Homeowners Association

Hosted online by City of Charlotte Housing & Neighborhood Services

Martin Lake Homeowners Association

2021 Board Retreat

Background

On Wednesday, August 11, 2021, members of the Martin Lake Homeowners Association participated in the virtual Neighborhood Board Retreat facilitated by the City of Charlotte online. The following board members and/or community members participated in the retreat:

- Ron Stafford
- Jasmine Bamlet
- Hilda Sinclair
- Muzet Bell
- Rachelle Sturdivant

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 a copy of the Developing Your Ideas worksheet with our NMG request. This credit will expire following the March 1, 2023 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
- SWOT Analysis
- Seeing the Forest through the Trees: Developing Strategic Priorities
- 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;">Strengths</p> <ul style="list-style-type: none">• Nice entrance sign• Nice location• Extra community space• Easy access to uptown• Affordable• Facebook page that keep residents informed	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Only 30 members on Facebook• No email list of residents• Parking on the street• Some of the properties are unkempt• Lack of community participation
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Community Engagement• Explore how to use open space• 2nd access to the lake is overgrown	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Covid-19• Some reinvestment in the area (Open Door)• Absentee landlords• Investors

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. This activity led us to the following priorities/action items being identified as important within our community:

- Fix/replace bridges around lake
- Opening the second path to the lake and adding sidewalk
- Clear the runoff from the lake
- Communication among residents
- Building a community space accessible to all neighbors
- Community clean-ups
- Update to HOA covenants

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.

2021 Neighborhood Board Retreat Summary

Martin Lake Homeowners Association

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

1

Fix/replace bridges around lake

2

Community clean-ups

3

Improve communication among residents

IN 2021-2022, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

By March 2022, Martin Lake will apply for a Neighborhood Matching Grant to repair 3 community bridges

By July 2022, Martin Lake will complete 1 community clean-up

By July 2022, Martin Lake Facebook page will add 20 new members

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
By March 2022, Martin Lake will apply for a Neighborhood Matching Grant to repair 3 community bridges	Community Improvement Neighborhood Matching Grant
By July 2022, Martin Lake will complete 1 community clean-up	Community Engagement/Beautification Keep Charlotte Beautiful
By July 2022, Martin Lake Facebook page will add 20 new members	Communication
Project for future consideration: Reach out to 2 organizations to provide a quote to translate the HOA covenants into Spanish	

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

Faith Estrada, Southeast Community Engagement Liaison	Kim Barnes, Southeast Service Area Community Engagement Manager
Faith.Estrada@charlottenc.gov or 704-353-1879	Kim.Barnes@charlottenc.gov or 704-336-8408