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NEIGHBORHOOD BOARD RETREAT



February 18, 2017

Martin Lakes Homeowners' 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?
<ul style="list-style-type: none"> • More ethnic groups (mixture of races) • More homeowners • Younger families with children • Friendlier communities • Better condition of homes • People were invested in the community 	<ul style="list-style-type: none"> • More renters • We have a vision • Structure and guidelines • New website, clubhouse and playground • Beautiful community • Safety • Peaceful • Proximity to the City of Charlotte • Room for improvements (fountains) 	<ul style="list-style-type: none"> • Clean up adjacent properties • New website \$ • Landscaping • Signage • More neighbors- include front part of Martin Lake • Activities for the community- 3 times per year • More homeownership • Improved access to the common area

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:

Martin Lakes is a friendly, peaceful community surrounding 2 beautiful lakes, with easy access to Uptown Charlotte.

"Rural Living in the City"

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:

Accountability: Give of self to gain more revenue for community; in-kind donations

Community Engagement: Communication; block party; neighborhood watch; website; featured neighbors; How far should we extend our outreach?

Community Improvement: Design access paths to common areas; walking trails; additional training; clubhouse; decrease renters; clean up common areas; playground

Partnerships: How to purchase abandoned land; How can Martin Lakes assist the City?; Realtors in area, who are they selling to?; What expectations does the City have of our community?

Sign: Billboard- for feedback; ideas for activities and other community involvements

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

Martin Lakes Homeowners' Association

OUR VISION:

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“Rural Living in the City”

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

1

Communication

2

Engage Residents

3

Community Amenities

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

Complete neighborhood website by May 2017

Host a neighborhood block party with 86% of households attending by November 1, 2017.

Conduct a community interest survey by November 1, 2017 with 75% of households responding



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
Complete neighborhood website by May 2017	Communication; Neighborhood Identity
Host a neighborhood block party with 86% of households attending by November 1, 2017	Welcoming & Engaging Neighbors
Conduct a community interest survey by November 1, 2017 with 75% of households responding	Communication

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

Kim Barnes, Southeast Community Engagement Manager

kbarnes@charlottenc.gov or 704-336-8408

