



# **NEIGHBORHOOD BOARD RETREAT**



**August 20, 2022**

**McCrorey Heights Neighborhood Association**

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

# McCrorey Heights Neighborhood Association

## 2022 Board Retreat

### Background

On Saturday, August 20, 2022, members of the **McCrorey Heights Neighborhood Association** participated in the Neighborhood Board Retreat hosted by the City of Charlotte at Central Piedmont Community College. The following board members and/or community members participated in the retreat:

- Douglas Jones
- Marilyn T. Brown
- Rosemary L. Young
- Brandon Hawkins
- Sean Langley
- Nichelle B. Hawkins

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 the quality of life in the neighborhood
- 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)

By participating in the retreat, the board earned up to \$1,500 toward volunteer hours required for the Neighborhood Matching Grant (NMG) to help execute one of the projects listed below.

To receive this credit, neighborhood organizations will submit a copy of the Developing Your Ideas worksheet with their NMG request. This credit will expire following the March 1, 2024, NMG application deadline.

### Process

The board retreat was conducted by trained facilitators tasked to keep conversations on-task, productive, and focused on achievable objectives. The process was designed to build on the organization's current strengths, identify opportunities, and create a short-term vision for the neighborhood. The focus was:

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

The agenda for the day was as follows:

- Welcome & Overview
- Introductions
- Group Agreements
- SOAR Model (includes QoL review)
- Conducting a SOAR Analysis
- Lunch/Networking
- SMART Goals
- Developing Your Ideas
- Participant Survey
- Wrap-up/Next Steps

### SOAR Analysis

The primary retreat activity was a group discussion using the SOAR analysis framework. The activity was intended to help participants reflect on:

- Their values
- The best things about the community and the people who live there
- Past successes
- Potentials and possibilities

Our discussion helped us to find commonalities in our conversations.

<b>Strengths</b>	<b>Opportunities</b>
<ul style="list-style-type: none"><li>• History</li><li>• Skillset</li><li>• Location</li><li>• Transportation</li><li>• JCSU</li><li>• Trailblazers</li><li>• Civil Rights</li><li>• Housing stock/build</li><li>• Tree Canopy</li></ul>	<ul style="list-style-type: none"><li>• Historic—protect the area</li><li>• National Tax Credits</li><li>• Beatties Ford Corridor/JCSU &amp; Students</li><li>• Charles Thomas Knight Foundation</li><li>• First Baptist Church West</li><li>• H.W.E.N.A.</li><li>• Historic West End Partners</li><li>• Nearby CMS Schools</li><li>• Daryl Williams</li><li>• Shook Kelly</li><li>• Excelsior Club</li><li>• City of Charlotte</li><li>• Mecklenburg County</li></ul>

After identifying the organization’s strengths and opportunities, participants began to brainstorm aspirations for their neighborhood. These aspirations will serve as short-term goals for the organization. This is where participants began to define priorities for their neighborhood.

Participants generated a list of aspirations and then narrowed that list down to three priorities. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

<b>Aspirations</b>	<b>Results</b>
<ul style="list-style-type: none"> <li>• Organize national leaders</li> <li>• Unity</li> <li>• Educate and connect</li> <li>• Implementation of Steering Committee</li> <li>• Inclusivity</li> <li>• Safe Space</li> <li>• Seek National Historic Designation</li> </ul>	<ul style="list-style-type: none"> <li>• Teams working in focus areas</li> <li>• Who will be on the Team?</li> <li>• Established goals with each Team</li> <li>• Team outlines/guidelines</li> <li>• Software/meeting space</li> </ul>

## Results

Three aspirations were agreed upon by the group. These aspirations will serve as the organization's strategic priorities for the next twelve months. Participants then identified a desired result for each priority that they felt would be most impactful.

**Aspiration 1:** New Organized Leadership

**Desired Result:** Team outline, meeting schedule, designated vice presidents

**Aspiration 2:** Establish goals with each team

**Desired Result:** Complete team templates

**Aspiration 3:** Listed on National Historic Registry

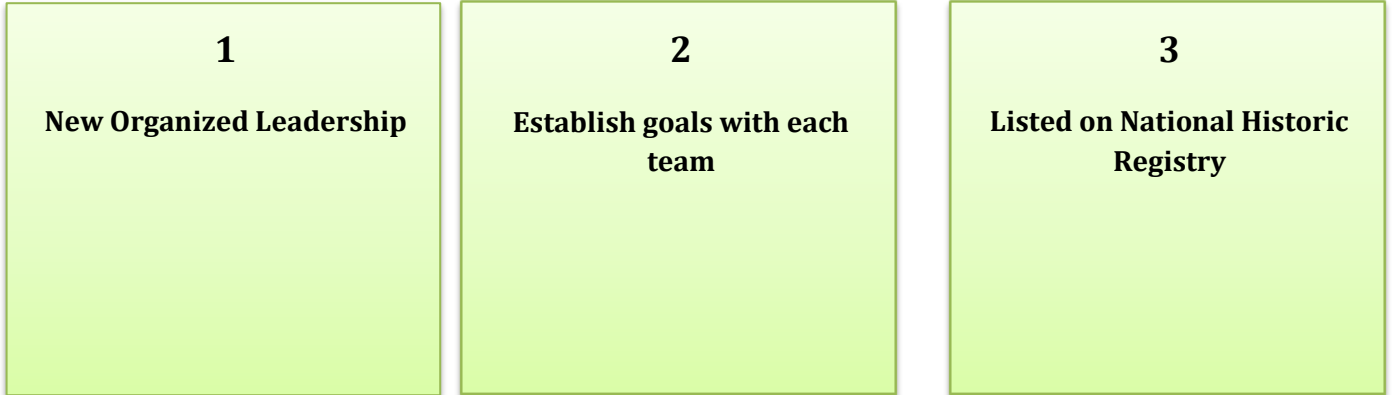
**Desired Result:** Recognition, tax incentives

The strategic priorities and activities are summarized on the following page.

## 2022 Neighborhood Board Retreat Summary

### McCrorey Heights Neighborhood Association

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



**IN THE NEXT 12 MONTHS, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR ASPIRATIONS:**



**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
<i>Community Engagement:</i> All committees formed by January 2023 <b>Lead(s): Steering Team</b>	<a href="#">Community Engagement Training on Demand</a> and <a href="#">Neighborhood Training &amp; Resources</a>
<i>Board Development:</i> Team reports their focus, goals and action plans by March 2023. <b>Lead(s): Vice Presidents</b>	<a href="#">Neighborhood Training &amp; Resources</a>
<i>Branding:</i> Historic McCrorey Heights achieves National Registration by August 2023. <b>Lead(s): Executive Committee</b>	

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

Randy Harris, Service Area Community Engagement Manager  
randy.harris@charlottenc.gov (704-432-2433)



## DEVELOPING YOUR IDEAS

**Priority:** Team reports their focus, goals and action plans by March 2023.

<p><b>1. What is the purpose of this project?</b> Distribute leadership, guide working teams, cultivate future leadership, increase involvement</p>
<p><b>2. Are there similar projects within the community that could provide synergy, partnership potential or lessons learned?</b> Community Engagement Liaison; consult with other neighborhood association</p>
<p><b>3. What would be a successful outcome of completing this project? How will we measure success?</b> Accomplish desired goals; increase neighborhood attendance to 30%; new president after 4 years</p>
<p><b>4. What are the benefits to the community? The community will benefit from the following</b></p> <ul style="list-style-type: none"><li>• Community will grow, thrive, intentionally w/sustainable process in place. More finding money, property values increasing, economic value (greenway) more power more social capital</li></ul>
<p><b>5. What are your strategies, first steps and what resources do we need to make it happen? (in-kind donations, grants, partnering organizations, volunteers, technical expertise)</b></p> <ul style="list-style-type: none"><li>• Fundraising</li><li>• Intentional recruiting</li><li>• Increasing dues</li><li>• Partnering w/JCSU</li><li>• Marketing – Logo, yard signs, agenda – preplanned and intentional</li><li>• Newsletters – Biddleville-Smallwood</li></ul>
<p><b>Point Person:</b> VPs <b>Action Team:</b> Committee</p>
<p><b>Timeframe or Proposed schedule:</b> 3/23 Action Plan; 8/15/2023 -2024 Execution</p>