NEIGHBORHOOD BOARD RETREAT

July 13, 2019

Montford Park Partners

Hosted by City of Charlotte Housing & Neighborhood Services at

Goodwill Opportunity Campus
Background

On Saturday, July 13, 2019, the board members of the Montford Park Partners participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at the Goodwill Opportunity Campus. The following board members and/or community members participated in the retreat:

Tracy Espy
Julie Wall-Burris
Carla Weyrick

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

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
- 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.

<table>
<thead>
<tr>
<th>Where We Were: Reflecting on our past, what were some of the best/worst moments?</th>
<th>Where We Are: Why would or wouldn’t a person/business want to move into our community?</th>
<th>Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?</th>
</tr>
</thead>
</table>
| **Both Good and Bad**  
• Neighborhood was more affordable  
• More edgy | **More foot traffic**  
• Amenities  
• Restaurants  
• A destination  
• Greenway/XCLT  
• More urban  
• More people  
• Better school proximity  
• Diverse convenient  
• Stronger public transit | **More sidewalks**  
• Bike infrastructure  
• Safe alternative transportation  
• More homeownership  
• Everyone participates  
• More trees & shade  
• Signage/entrance monumentation  
• Stronger identity |
| **Best**  
• Had more community events  
• We knew more of our neighbors  
• Better Tree Canopy  
• Felt Safer  
• Less vehicle traffic | **No Amenities**  
• Restaurants | **Amenities** |
| **Improvement Opportunities**  
• No Amenities  
• Not walkable | **A destination**  
• Greenway/XCLT | **Restaurants** |

[Image of group discussion]
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:

Montford Park Partners is a 501(c)6 nonprofit entity formed in 2016 with the mission to enhance the livability, viability, and visibility of the neighborhood.

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:

- **Category 1 // Board Development**
  - Subcommittee of the board working specifics
  - Calendar of Events
  - Increase Board Involvement

- **Category 2 Internal Engagement**
  - Increase involvement of people living in area
  - Create opportunities to connect and network
  - Activities for teens/youth

- **Category 3 (Communicate)**
  - Communicate more
  - Celebrate Charlotte
  - Inclusive voices
  - Highlight fun
  - Use Phieffer Wall to advertise

- **Category 4 (Eternal Engagement)**
  - Connect Surrounding Neighborhoods
  - Infographic that shows Montford Park Partners as centerpiece

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.
2019 Neighborhood Board Retreat Summary

Montford Park Partners

OUR VISION:

Montford Park Partners is a 501(c)6 nonprofit entity formed in 2016 with the mission to enhance the livability, viability, and visibility of the neighborhood.

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

1. Communication
2. Board Development
3. Internal Engagement

IN 2019-2020, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

- Schedule all events occurring before 1/2020, promote at least 90 days in advance via mailchimp, Facebook, web, Instagram and calendar.
- Development purpose statement & action items for each board sub-committee by 12/31/2019.
- Collaborate to host/co-host three (3) community events by June 2020.
  - Complementary efforts:
    - Learn about and co-promote partnering neighborhood events.
    - Define partnering neighborhoods infographic.

Discussed Resources:

Neighborhood Organization Contact List- voluntary registration for neighborhood leadership, www.charlottenc.gov/nocl
City Sign Guidelines/Requirements (for Pfeiffer wall) – Contact Mark Fowler dfowler@ci.charlotte.nc.us or 704-336-3568
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.

<table>
<thead>
<tr>
<th>Project</th>
<th>Potential Resource Categories of Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedule all events occurring before 1/2020, promote at least 90 days</td>
<td>Communication</td>
</tr>
<tr>
<td>in advance via mail chimp, Facebook, web, Instagram and calendar</td>
<td></td>
</tr>
<tr>
<td>Development purpose statement &amp; action items for each board sub-</td>
<td>Neighborhood Identity</td>
</tr>
<tr>
<td>committee by 12/31/2019</td>
<td></td>
</tr>
<tr>
<td>Collaborate to host/co-host three (3) community events by June 2020</td>
<td>Partnerships</td>
</tr>
</tbody>
</table>

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

Kim Barnes, Southeast Community Engagement Manager  
kbarsnes@charlottenc.gov or 704-336-8408

Elliott Royal, Southeast Community Engagement Liaison  
Elliott.Royal@charlottenc.gov or 704-336-1502