



# **NEIGHBORHOOD BOARD RETREAT**



**July 27, 2021**

**North Druid Hills Community Association**

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

# North Druid Hills Community Association

## 2021 Board Retreat

### Background

On Tuesday, July 27, 2021, the members of North Druid Hills Community 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:

- Betty Alexander
- Willie Tabor
- Gloria Emery
- Vince Starks
- Connie Oliphant
- Marilyn Kelly

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;"><b>Strengths</b></p> <ul style="list-style-type: none"><li>• Communication</li><li>• Strong community partnerships</li><li>• Well organized</li><li>• Close to great amenities (Camp North End, Novant)</li><li>• Growing community</li></ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• Drug activity in certain areas</li><li>• Trash in certain areas</li><li>• Speeding</li><li>• Poor lighting</li><li>• No variety in retail</li></ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• Revitalize community park</li><li>• Put in new retail</li><li>• Improve school</li><li>• Get volunteers to assist youth</li></ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"><li>• Drug use</li><li>• Gentrification</li><li>• Lack of assistance from some community members</li></ul>

## 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:

- Replace light fixtures
- Speed bumps
- New drains in community, clear older drains of debris
- Increased signage around community
- Repair fence on Atando Ave.
- Pick up trash in community

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**

**North Druid Hills Community Association**

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

<p><b>1</b></p> <p><b>Replace old light fixtures</b></p>	<p><b>2</b></p> <p><b>Install speed bumps</b></p>	<p><b>3</b></p> <p><b>New drains/Clear old drains</b></p>
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**IN 2021-2022, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:**

<p>Obtain a Neighborhood Matching Grant in one year to improve neighborhood lighting.</p>	<p>Install speed bumps in high traffic areas to decrease speeding and increase safety within one year.</p>	<p>Use grant funds to install new drain covers and new drains in areas that flood. Educate residents on the importance of not clogging outdoor drains to assist with accountability.</p>
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**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
Obtain a Neighborhood Matching Grant in one year to improve neighborhood lighting.	Neighborhood Improvement <a href="#">Street Lighting Program</a>
Install speed bumps in high traffic areas to decrease speeding and increase safety within one year.	Community Safety <a href="#">Training on Demand – How to: Speed Humps</a>
Use grant funds to install new drain covers and new drains in areas that flood. Educate residents on the importance of not clogging outdoor drains to assist with accountability.	Neighborhood Improvement

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

Aisha Sabur, Northwest Community Engagement Liaison	Randy Harris, Northwest Community Engagement Manager
<a href="mailto:aisha.abdus-sabur@charlottenc.gov">aisha.abdus-sabur@charlottenc.gov</a> or 704-770-7457	<a href="mailto:randy.harris@charlottenc.gov">randy.harris@charlottenc.gov</a> or 704-432-2433