



NEIGHBORHOOD BOARD RETREAT



March 10, 2022

North Druid Hills Community Association

Hosted online by City of Charlotte Housing & Neighborhood Services

North Druid Hills Community Association

2022 Board Retreat

Background

On Thursday, March 10, 2022, members of the North Druid Hills Community Association participated in the virtual Neighborhood Board Retreat facilitated by the City of Charlotte. The following board members and/or community members participated in the retreat:

- Willie Tabor – President
- Nic Valdez – Neighbor & Block Captain
- Connie Oliphant – Treasurer
- Deborah Gilliam – Block Captain
- Cianna Edwards – Active Member
- Tawanna Gregory
- Rita Scott – Community Member
- Betty Reid
- Gloria Emery – Secretary
- Kendra Ware – Community Member
- Vince Starks – Active Community Member

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
- 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, our board earned a credit of up to \$1,500 toward volunteer hours required for the 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 June 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:

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

The agenda for the day was as follows:

- Introductions
- Icebreaker
- Understanding your neighborhood - SWOT Analysis
- Developing Strategic Priorities
- Creating SMART Goals
- 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 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.

Strengths	Weaknesses
<ul style="list-style-type: none">• <i>2021 Review: Communication, strong community partnerships, well organized, close to great amenities (Camp North End, Novant)</i>• Growing community• Willingness to come together to combat community weakness• Good relationships with law enforcement in the area• Willing to serve• Multigenerational• Little Library• Feeding families in need	<ul style="list-style-type: none">• <i>2021 Review: Drug activity, trash in certain areas, speeding, poor Lighting, no variety in retail</i>• Nuisances• Yard and house upkeep• Parked cars are blocking driveways making it difficult to back in and creating blind spots• Traffic signage - on MacArthur & Poinsetta• Parking on wrong side of street• Construction sites that have become dumping sites• Limited # of bins for waste removal - Resolution - More bins can be purchased• Dog poop – Possible solution - Waste stations• Stolen picnic tables - Possible solution – Neighborhood Matching Grants

Opportunities

- *2021 Review: Revitalization for community park in the spring, put in new retail, improve school, get volunteers to assist youth*
- Sidewalks, grocery store, sidewalks, speed bumps, closer bus stops
- Improving education for everyone in the community, completion of HS and college, job opportunities, continuing education
- More community events for both awareness and fun
- Traffic lights Norris & Statesville Ave, and caution lights MacArthur & Eisenhower, Poinsettia & MacArthur,
- No parking on Poinsetta, MacArthur, and Wainwright – Possible solution Neighborhood Matching Grant

Threats

- *2021 Review: Drug use, gentrification, lack of assistance from some community members*
- Gentrification
- Guns on the street
- Participation
- Communicating to the neighbors for the things that interest them
- Junk cars on Wainwright - eyesore and hazardous to children
- Neglectful landlords or slumlords
- Vacant corner store

Strategic Priorities

After completing the SWOT analysis, participants began to brainstorm 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:

- Sidewalks
- Educational Opportunities / Educational Plan - contact youth and HS students about job opportunities, workshop, and create awareness about community resources
- Getting roads/potholes/cracks fixed
- Cleaning of storms drains and lawn debris
- Trash on Eisenhower
- Eisenhower and Justice kids leaving broken glass
- Homeless presence in the neighborhood
- Speaker event turned neighborhood meeting
- Meetings with local businesses
- Dr. Baker speaker and treatment for uninsured
- Broken fencing on Atando and now there is access to areas that should be restricted
- Clean up event

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.

2022 Neighborhood Board Retreat Summary

North Druid Hills Community Association

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

1

Create more awareness for high school students and adults regarding education, training, and job opportunities

2

Create awareness and improve retail in the area

3

Host a more fun and engaging activity for the neighborhood and help bring more people out to communicate resources and upcoming events

IN 2022-2023, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Promote education and job opportunities to High School and Youth in the neighborhood by partnering with nonprofits by May 15, 2022

Create a directory of businesses in the area by July 15, 2022

Festival in the Park event by collaborating with National Night Out by August 2, 2022

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
Promote education and job opportunities to High School and Youth in the neighborhood by partnering with nonprofits by May 15, 2022	Partnerships & Training
Create a directory of businesses in the area by July 15, 2022	Community Engagement
Festival in the Park event by collaborating with National night out by August 2, 2022	Community Engagement

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
aisha.abdussabur@charlottenc.gov	randy.harris@charlottenc.gov