



# **NEIGHBORHOOD BOARD RETREAT**



**August 20, 2022**

**North Druid Hills Neighborhood Association**

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

# North Druid Hills Neighborhood Association

## 2022 Board Retreat

### Background

On Saturday, August 20, 2022, members of the **North Druid Hills 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:

- Dr. Willie Tabor
- 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 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>• Good communication</li><li>• Creating great partnerships</li><li>• Disseminating information</li><li>• Providing resources for community needs</li><li>• Big M Stables on Historic Registry</li><li>• Supportive, volunteers</li><li>• Open to embracing all</li><li>• Relationship with CMPD</li><li>• Unique</li></ul>	<ul style="list-style-type: none"><li>• Revitalization of Druid Hills Park</li><li>• Businesses on Atando behind Druid Hills</li><li>• Camp North End partnership</li><li>• City staff to attend Association meeting to talk about jobs</li><li>• Youth don't know about job opportunities difficult because they can be distrustful of outsiders</li><li>• Education on use of drugs</li><li>• Police presence</li><li>• Rental properties not maintained, no landlord involvement</li><li>• Building rapport</li><li>• No community centers</li><li>• Seniors from the Cables to use pool</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.

Aspirations	Results
<ul style="list-style-type: none"> <li>• Help people get jobs and GED</li> <li>• Get more participation and active members</li> <li>• Get HOA dues</li> <li>• Get on parks board to expand pool</li> <li>• Incorporate Brightwalk community</li> <li>• Establish community center space; possible locations, Big M Stables</li> <li>• E2D partnership</li> <li>• Incubator for EDU opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Increase number of participants at events</li> <li>• Increase 5 participants per event: 2 per year</li> <li>• Collaboration with Saint Luke for Community Center</li> <li>• Connect with Habitat for Humanity</li> <li>• Connect with City of Charlotte</li> <li>• Create a Strategic Plan</li> <li>• Coordinate with H&amp;NS</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:** Neighborhood Improvement

**Desired Result:** Develop a community center for neighborhood association meetings, host events, hold training and GED classes

### **Aspiration 2:** Community Engagement

**Desired Result:** Welcome new neighbors and reintroduce the association to existing neighbors

### **Aspiration 3:** Community Engagement

**Desired Result:** Host an event to increase awareness and buy in for the neighborhood association

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

## 2022 Neighborhood Board Retreat Summary

### North Druid Hills 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 ACTIVITIES 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
<p><i>Neighborhood Improvement:</i> Reach out to St. Luke Missionary Baptist Church for partnership for the Community Center by December 2022 <b>Lead(s): Dr. Willie Tabor</b></p>	
<p><i>Community Engagement:</i> Create and disseminate welcome material for new and existing neighbors by March 2023 <b>Lead(s): Dr. Willie Tabor &amp; Board</b></p>	<p><a href="#">Community Engagement Training on Demand</a> and <a href="#">Neighborhood Training &amp; Resources</a>.</p>
<p><i>Community Engagement:</i> Host an event to get buy-in from neighbors by Summer 2023 <b>Lead(s): Dr. Willie Tabor &amp; Board</b></p>	<p><a href="#">Community Engagement Training on Demand</a> and <a href="#">Neighborhood Training &amp; Resources</a>.</p>

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](mailto:randy.harris@charlottenc.gov) (704-432-2433)