



March 19, 2022

Northwood Estates Community Organization

Hosted online by City of Charlotte Housing & Neighborhood Services

Northwood Estates Community Organization

2022 Board Retreat

Background

On Saturday, March 19, 2022, members of the Northwood Estates Community Organization 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:

- Ronald Ross, President
- Walter Tucker, Treasury
- Rogerline Lee, Member
- Jennifer Feeler, Member
- Barbara Waymer, Member
- Constance McKinley, 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 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;">Strengths</p> <ul style="list-style-type: none"> • Caring neighborhood, community, and residents • Younger residents return to neighborhood • Former residents return to neighborhood • Residents are willing to step-up • Safe neighborhood • Location to uptown and future development to transportation • Historic area • Residents reside in the community over an extended length of time, shows longevity • Access to resources 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Inability to enhance community participation/involvement • Stereotype based on location of community • Youth involvement; younger generation supporting the community • Environmental hazards: close to the freeway • Location of neighborhood/community
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Political engagement: stronger voter turn-out • Get City and County resources for specialized projects • Increase ownership to improve the neighborhood 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Negative business influences (A-Z Market Convenient Store and other businesses): eyesores in the community • Traffic, road, and neighborhood streets • Littering • Ignoring community concerns and request for support: no resolve to issues regarding property aesthetics and the propensity for criminal activity

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:

- Improve communication with residents
- Enhance residents/neighbors involvement
- Establish neighborhood clean-up

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

Northwood Estates Community Organization

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

<p>1</p> <p>Improve communication with residents</p>	<p>2</p> <p>Enhance resident/neighbor involvement</p>	<p>3</p> <p>Establish neighborhood clean-up</p>
--	---	---

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

<p>Create a quarterly newsletter, which will be accessible electronically and via paper to keep residents aware of events, updates, and changes in the community. 1st newsletter: July 2022</p>	<p>Organize a community event (i.e., block party, cookout) with at least 50 homeowners participating by August 2022.</p>	<p>Host a Neighborhood Beautification Day by May 2022. Create flyers and partner with KCB. Trash pick, new toppers, and signs for major streets.</p>
---	--	--

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
Create a quarterly newsletter, which will be accessible electronically and via paper to keep residents aware of events, updates, and changes in the community. 1st newsletter: July 2022 Lead(s): Jennifer Feeler, Barbara Waymer and Constance McKinley	Communication
Organize a community event (i.e., block party, cookout) with at least 50 homeowners participating by August 2022. Lead(s): Jennifer Feeler and Constance McKinley	Community Engagement
Host a Neighborhood Beautification Day by May 2022. Create flyers and partner with KCB. Trash pick, new toppers, and signs for major streets. Lead(s): Ronald Ross and Constance McKinley	Beautification

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

Aisha Abdus-Sabur, Northwest Service Area Community Engagement Liaison	Randy Harris, Northwest Service Area Community Engagement Manager
Aisha.AbdusSabur@charlottenc.gov or 704-336-3322	Randy.Harris@charlottenc.gov or at 704-432-2433