



CHARLOTTE.

2016 NEIGHBORHOOD BOARD RETREAT



Olde Georgetown

Hosted by City of Charlotte Neighborhood & Business Services at Johnson C Smith University

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.

Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why would or wouldn't a person/business want to move into our community?	Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?
<ul style="list-style-type: none"> • Retirees (55+) • No rental units • Affordable • High participation in annual meeting • Poor communication between board members • Peaceful, safe, walkable • Low homeowner dues 	<ul style="list-style-type: none"> • Affordable • Beautiful landscape • Varied age range • 23% rentals • Minimum participation in meetings • Declining curb appeal • Increased development surrounding the community • Structural problems due to age of units • Low homeowner dues 	<ul style="list-style-type: none"> • Increasing property values • Improved upkeep of common areas • Increased budget • Receive Neighborhood Matching Grant • Bring community together • Additional team building events

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: OLDE GEORGETOWN, SOUTHPARK' S
BEST KEPT SECRET, IS AN ENGAGED COMMUNITY
THAT SEEKS TO MAINTAIN ITS NATURAL BEAUTY
AND QUALITY OF LIFE.**

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:

- Dog Park/Amenities
- Budget
- Community Events
- Web Presence/Communication

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, these are:



Action Items for 2016-2017 The three activities selected as most impactful toward achieving our strategic priorities are activities in 2015-2016 are:



2016 Neighborhood Board Retreat Summary

OLDE GEORGETOWN

OUR VISION: OLDE GEORGETOWN, SOUTHPARK' S BEST KEPT SECRET, IS AN ENGAGED COMMUNITY THAT SEEKS TO MAINTAIN ITS NATURAL BEAUTY AND QUALITY OF LIFE.

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

1

Diversify Channels for
Communication

2

Enhance/Add Amenities

3

Plan Community Events that
Generate Participation

IN 2016-2017, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

Website/Facebook fully
operational

Develop Business Plan
for Amenities

Survey residents about
community activities

Parking lot issues or items:

- Neighborhood Sports teams Dog park and old tennis court need to be addressed as part of the work to improve amenities



Resources to Get Started- You've rolled up your sleeves and established your vision, the following resources may assist your organization in achieving your goals. Links and contact information are provided for information only and are subject to change.

Project	Getting Started	Resources
Project #1 Website/ Facebook fully operational	<ul style="list-style-type: none"> Explore Free Websites 	<p>Neighborhood Link – provides free, basic website design and hosting services, visit neighborhoodlink.com</p>
	<ul style="list-style-type: none"> Consider free, social media opportunities. Neighborhood Link – provides free, basic website design and hosting services, visit neighborhoodlink.com 	<p>Facebook – Facebook.com provides free pages for individuals and organizations. Information is generally publically accessible, be sure to check your settings to ensure your page meets your intended specifications. Posts can be scheduled in advance using sites like hootsuite.com</p> <p>NextDoor- Create a private social network for people who live within your neighborhood Nextdoor.com. Also allows event promotion.</p> <p>Twitter- Twitter.com allows your organization to tweet short statements about events and interesting information. Tweets can be scheduled in advance using sites like hootsuite.com</p> <p>Instagram- online photo-sharing, video-sharing, and social networking service, visit Instagram.com</p>
Project #2 Develop Business Plan for Amenities	<ul style="list-style-type: none"> Research decorative dog waste disposal bag stations 	<p>Pet waste management tips – Visit http://water.epa.gov/polwaste/npdes/swbmp/Pet-Waste-Management.cfm</p>
	<ul style="list-style-type: none"> Explore Funding Options 	<p>Neighborhood Matching Grants can provide funding for up to \$25k to eligible neighborhood organizations for pet parks, pet waste stations websites, and other amenities. Visit charlottenc.gov/nmg or call 704-336-4594 to determine eligibility or learn program details.</p>
Project #3 Survey residents about community activities	<ul style="list-style-type: none"> Explore online survey tools 	<p>Online survey tool: www.surveymonkey.com</p> <p>Sample neighborhood survey: http://www.santacruzneighbors.com/files/form_sampleneighborhoodsurvey.pdf</p> <p>Ideas to increase neighborhood participation: http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/</p>

- Plan a great pilot event to gauge neighbors interest

Research links for community activities ideas:

<http://www.orangecountyfl.net/NeighborsHousing/NeighborhoodRevitalization/NeighborhoodEventToolkit.aspx#.V2BBu9IrLcs>

<http://www.sunset.com/food-wine/25-more-ways-to-make-your-neighborhood-a-community>

<http://neighborhoodday.org/ideas/>

Your community is located within Charlotte's South East Service Area, your staff contact for following up and community assistance is:

Kim Barnes, Southeast Service Manager - E-mail: kbarnes@charlottenc.gov 704-336-8408

