2015
NEIGHBORHOOD BOARD RETREAT

Optimist Park Community Association

Hosted by City of Charlotte Neighborhood & Business Services at CPCC Main Campus
Background

On Saturday, February 7th 2015, the board members of the Optimist Park Community Association participated in a board retreat facilitated by the City of Charlotte, hosted at CPCC’s Main Campus. The following board members participated in the retreat:

- James Atkins
- Mary Heath
- Cecelia Johnston
- Pauline Simuel
- Rosa Richardson

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 Neighborhood Matching Grant credit to help execute one of the projects we identified.

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
- 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 conversation

<table>
<thead>
<tr>
<th><strong>Where We Were:</strong> Reflecting on our past, what were some of the best/worst moments?</th>
<th><strong>Where We Are:</strong> Why would or wouldn’t a person/business want to move into our community?</th>
<th><strong>Where We Want to Be:</strong> If you could make 3 wishes to make our community flourish, what would they be?</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEST</td>
<td>WHY WOULD</td>
<td>WHY NOT</td>
</tr>
<tr>
<td>- Access to affordable housing</td>
<td>- It’s a peaceful community</td>
<td>- There are no stores or amenities</td>
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<tr>
<td>- When Jimmy Carter came to Optimist Park to help build houses</td>
<td>- It has good access to public transit into downtown and night life</td>
<td>- There is low income and unemployment</td>
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<td>- When the drug dealer we removed</td>
<td>- It has a real view of the City of Charlotte</td>
<td>- It is a predominately black neighborhood</td>
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<tr>
<td>WORST</td>
<td>- There are good opportunities for business growth</td>
<td>- There are a lack of single family houses</td>
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<td>- When the library closed</td>
<td></td>
<td>- There are too many rentals</td>
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<tr>
<td>- Drug Problems</td>
<td></td>
<td>- New neighborhood condos are too expensive</td>
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<tr>
<td>- The club house and criminal activity that surrounded it</td>
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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:
Optimist Park: Planting positive and productive seeds for growth.

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:

**Communications**
- Help get more people to come to meetings
- Get more people to speak out at meetings
- Connecting with the community
- Tell/Inform more neighbors about things

**Recognition for Optimist Park**
- Demonstrating the community matters
- Get ID signs for Optimist Park
- Work to change the name at N. Davidson & Parkwood Ave

Going on in the community

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:

1. Communications
2. Neighborhood Recognition

**Action Items for 2014-2015**

The three activities selected as most impactful toward achieving our strategic priorities are activities in 2014-2015 are:

- Growth of the neighborhood newsletter
- Get a neighborhood sign for Optimist Park
**2015 Neighborhood Board Retreat Summary**

**Optimist Park Community Association**

**OUR VISION:**
Optimist Park: Planting positive and productive seeds for future growth.

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

1. Communications
2. Neighborhood Recognition

**IN 2014-2015, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:**

- Growth of the neighborhood newsletter
- Get a neighborhood sign for Optimist Park
## Resources to Get Started

<table>
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<th>Project</th>
<th>Getting Started</th>
<th>Resources</th>
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</table>
| **Project #1**  
Growth of the neighborhood newsletter  
• Consider an online newsletter rather than printed  
• Tips on writing a neighborhood newsletter | **Mail Chimp:**  
Free online newsletter creator:  
www.mailchimp.com  
**Neighborhood Newsletter Guidelines:**  
http://archive.ci.falcon-heights.mn.us/nlhandbook/com_tips.html  
**More newsletter tips**  
http://www.icgov.org/site/CM5v2/file/planning/neighbor/creatingnewsletter.pdf | |
| **Project #2**  
Get a neighborhood sign for Optimist Park  
• Try hosting a fundraiser  
• Apply for a Neighborhood Matching Grant | **Neighborhood fundraiser ideas:**  
http://www.useful-community-development.org/how-to-fundraise.html  
**More fundraising ideas:**  
**Neighborhood Matching Grants**  
**Contact:**  
Atalie Zimmerman, 704-336-4594, azimmerman@charlottenc.gov | |

**Parking Lot:**  
Previous Optimist Park Neighborhood Association Grants:  
Contact Atalie Zimmerman  
Atalie Zimmerman, 704-336-4594, azimmerman@charlottenc.gov  
Questions About Quality of Life Study:  
Contact Rebecca Hefner  
Rebecca Hefner, 704-336-2237, rhefner@charlottenc.gov

### City of Charlotte Northeast Service Area Contacts:

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<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curt White</td>
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<td>704-336-2265</td>
<td><a href="mailto:jcwhite@charlottenc.gov">jcwhite@charlottenc.gov</a></td>
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<tr>
<td>Denise Coleman</td>
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<td>704-432-4802</td>
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