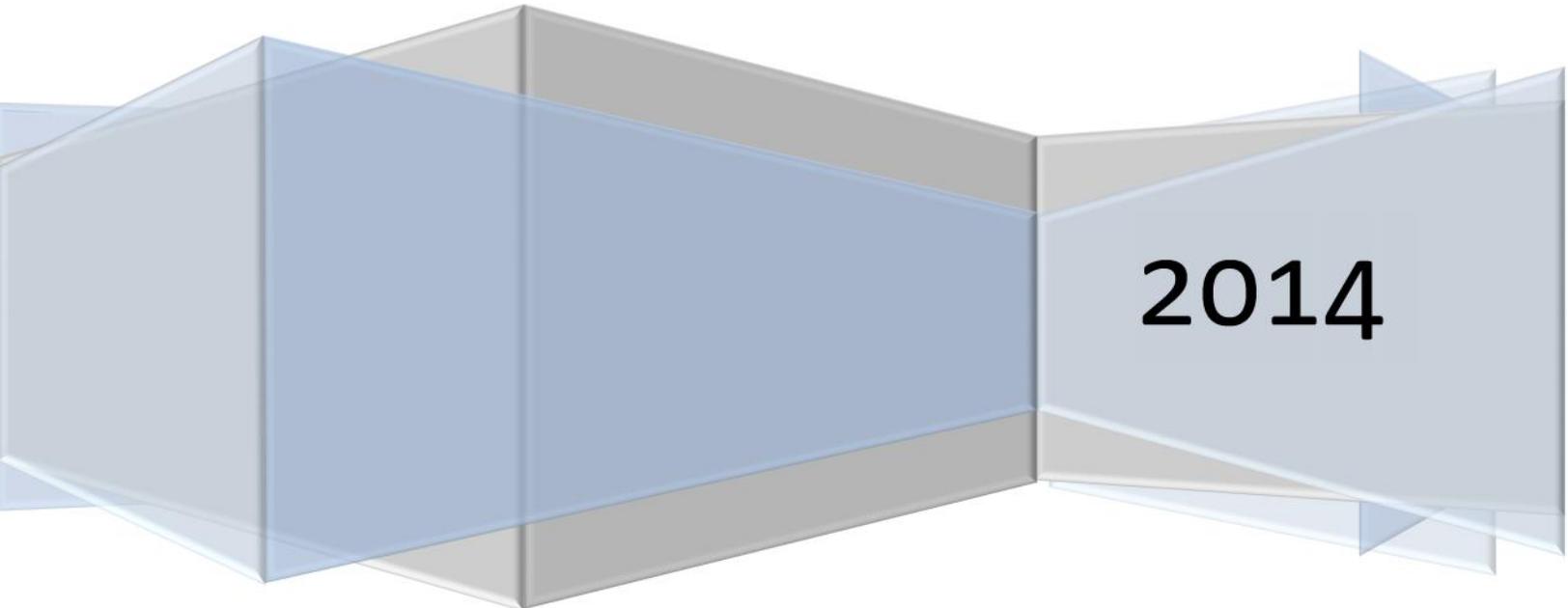


The Park at Oaklawn

Board Retreat

Hosted by the City of Charlotte at UNC Charlotte Uptown Campus



2014

The Park at Oaklawn Neighborhood Association

2014 Board Retreat

Background

On Saturday, February 15, 2014, residents and board members of The Park at Oaklawn participated in a retreat facilitated by the City of Charlotte, hosted at UNC Charlotte Uptown Campus. The following people participated in the retreat:

- Melissa Lowe
- Gordon Douglas
- Geraldine Douglas
- Christine Bell
- Jermaine Bass
- Darryl Gaston



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 conversations.

Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why/why not would 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?
<p>Activities – National Night Out, pool party – created sense of community</p> <p>Rec center – brings community together, but nested within community causes problems</p> <p>Pioneer spirit, risk-takers, entrepreneurs</p> <p>Periodic spikes in crime</p> <p>Turnover in ownership</p>	<p><u>WHY:</u> Location! – proximity and easy access to uptown</p> <p>Front porches – help build relationships</p> <p><u>WHY NOT:</u> Neighborhood is a walking cut-through due to proximity to social service resources</p> <p>Low-performing schools</p>	<p>Establish standards and create community ownership</p> <p>Increased community involvement</p> <p>Beautification, lighting, landscaping, painting</p> <p>Improved educational opportunities</p> <p>Boys & Girls Clubs – other resources for children and youth</p>

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.



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:

ENGAGEMENT

- Beautification
- Increase resident involvement
- Free website to keep neighbors involved in what's going on in the community
- Branding
- Participate in Vision 2 Action Retreat
- Community-wide events
- Increase payment of HOA dues
- Increase HOA rule enforcement
- Create an action plan sheet to monitor goals and objectives
- Increase neighbor involvement in HOA meetings and activities in the neighborhood

SAFETY & ORDER

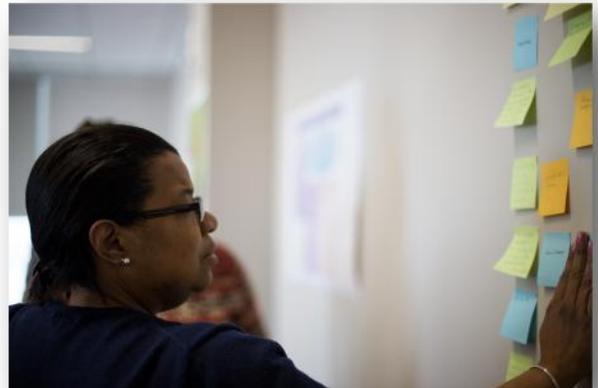
- Reduction of crime
- Increased lighting
- Block off access to community as walk-through
- Controlled access gate to rec center
- New street signs
- 4-way stop signs
- Gate to control access to Ivory Baker Center
- Increase crime prevention activities

AMENITIES

- Reduction of crime
- Increased lighting
- Block off access to community as walk-through
- Controlled access gate to rec center
- New street signs
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- Gate to control access to Ivory Baker Center
- Increase crime prevention activities

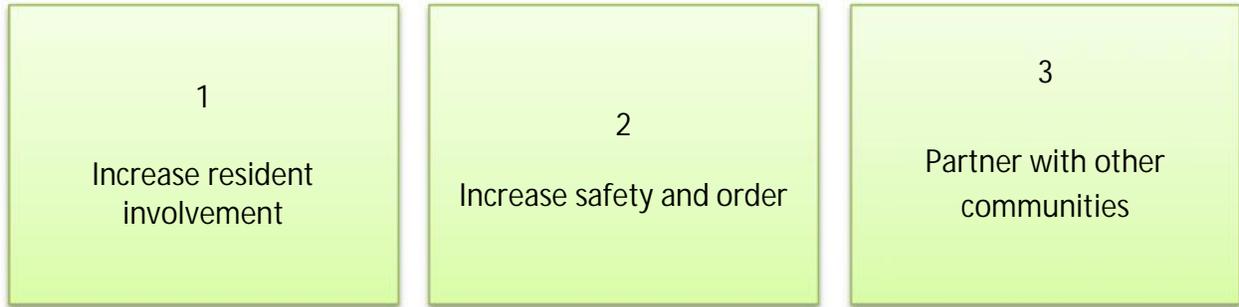
COMMUNITY STAKEHOLDERS

- Be more inclusive
- Understand plans for current development on adjacent properties (e.g., Brightwalk)
- Increase outreach to schools
- Engage adjacent neighborhood organizations
- Help to build up the community schools
- Be a community that impacts decision-makers in development
- Partner with other neighborhoods and communities



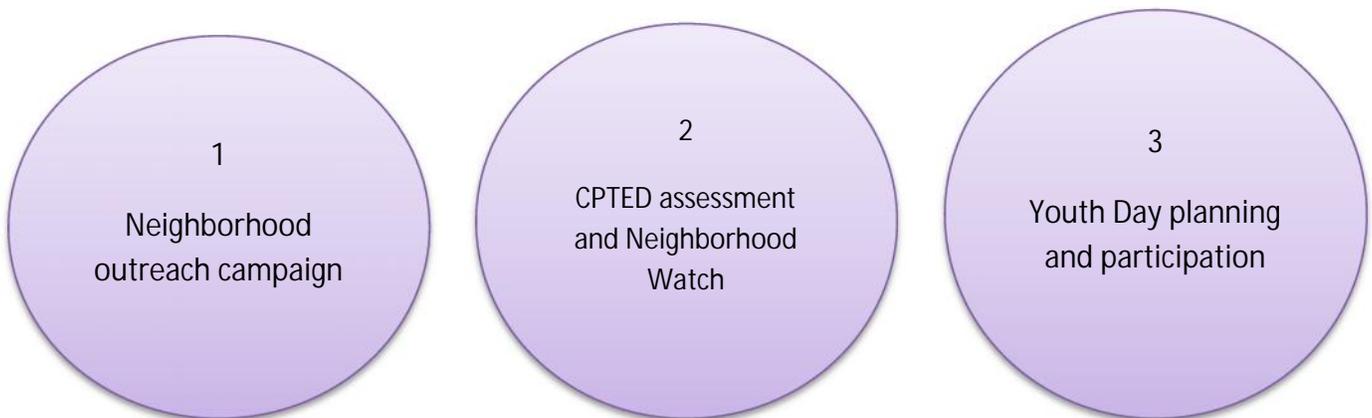
Strategic Priorities for 2014-2015

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:



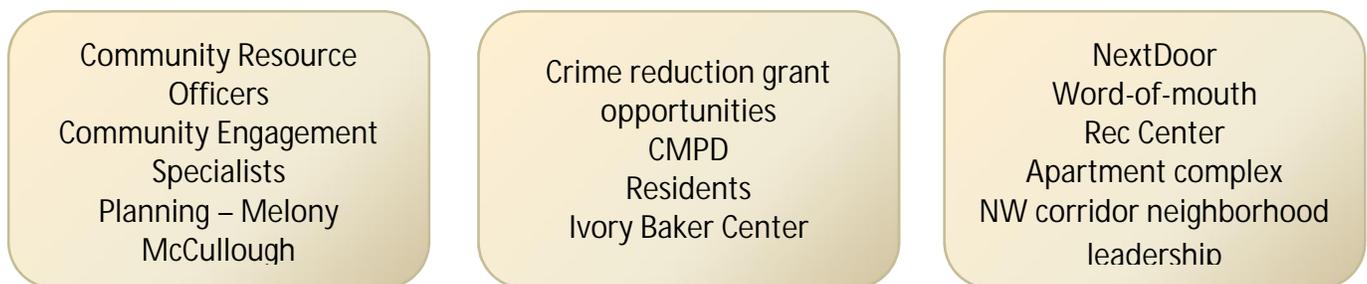
Action Items for 2014-2015

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



Identified Resources

The resources that could give life to success are:



2014 Neighborhood Board Retreat Summary

The Park at Oaklawn

OUR VISION:

The Park at Oaklawn, a vibrant and desirable Uptown community

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

1

Increase resident
involvement

2

Increase safety and order

3

Partner with other
communities

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

1

Neighborhood
outreach campaign

2

CPTED assessment
and Neighborhood
Watch

3

Youth Day planning
and participation

Resources to Get You Started

Project	Getting Started	Resources
Project #1 Neighborhood outreach campaign	<ul style="list-style-type: none"> Survey residents about their “wish list” for neighborhood improvements 	<p>Online survey tool to survey the residents of your community www.surveymonkey.com Sample neighborhood survey http://www.santacruzneighbors.com/files/form_sampleneighborhoodsurvey.pdf</p>
	<ul style="list-style-type: none"> Communicate information about events and meetings in a variety of ways 	<p>Use a conference call line to host meetings Free Conference Line www.freeconferencecall.com Nextdoor: Create a private social network for your neighborhood https://nextdoor.com/about_us/ FastSigns® Reusable Yard Signs to announce upcoming meetings http://www.fastsigns.com/sq-yard-signs/Yard-Signs Mail Chimp: Free online newsletter creator www.mailchimp.com</p>
	<ul style="list-style-type: none"> Plan a great meeting 	<p>Meetings tips for neighborhoods http://nacok.org/association-tools/effective-meetings/ http://www.neighborhoodlink.com/article/Association/Effective_Meeting_Agenda</p>
Project # 2 CPTED assessment and Neighborhood Watch	<ul style="list-style-type: none"> Request a Crime Prevention Through Environmental Design (CPTED) survey from CMPD 	<p>CMPD Crime Prevention Through Environmental Design provides consultation services to neighborhoods about improving safety http://charmeck.org/city/charlotte/CMPD/safety/SafetyPrevention/Pages/Crime%20Prevention%20Through%20Environmental%20Design.aspx</p>
	<ul style="list-style-type: none"> Reach out to CMPD for assistance getting organized 	<p>CMPD Neighborhood Watch Program provides information about how to start a Neighborhood Watch in your community http://charmeck.org/city/charlotte/cmpd/safety/neighborhoodwatch/Pages/default.aspx</p>
Project #3 Youth Day planning and participation	<ul style="list-style-type: none"> Partner with a neighborhood school to get access to new partners and advertise to youth 	<p>Ways to partner with your school http://www.educationworld.com/a_admin/archives/partners.shtml Contact Liz Mitchell at enmitchell@charlottenc.gov or 704-336-8409 to learn about more ways to support your neighborhood school</p>
	<ul style="list-style-type: none"> Get a planning committee organized 	<p>How to organize a committee: http://www.mycommittee.com/BestPractice/Committees/Startingacommittee/tabid/244/Default.aspx</p>



The Park at Oaklawn / We are
be: Vital, visible, desirable, vibrant
appeal
The Park at Oaklawn
Seeks to become a vibrant ^{and} community, desirable ^{to call} ~~it~~
The Park at Oaklawn, ~~Seeks to become~~

