



**CHARLOTTE**<sup>SM</sup>

# **NEIGHBORHOOD BOARD RETREAT**



**February 18, 2017**

## **Parkview Neighborhood Association**

**Hosted by City of Charlotte Neighborhood & Business Services at**

**Goodwill Opportunity Campus**

# Parkview Neighborhood Association

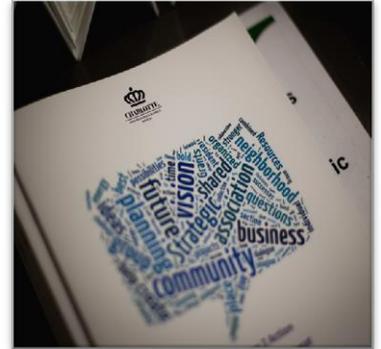
## 2017 Board Retreat

### Background

On Saturday, February 18, 2017, the board members of the Parkview Neighborhood Association participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at the Goodwill Opportunity Campus. The following board members participated in the retreat:

Michael Johnson  
Debbie Johnson

Gwendolyn Johnson  
Sarah Griffith



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 and completing the Vision to Action Plan workbook, our board will earn a \$1,500 match credit toward a Neighborhood Matching Grant (NMG) to help execute one of the projects we identified.

To receive this credit we'll submit our completed Vision to Action Idea Development Plan Workbook with our NMG request. This credit will expire following the March 1, 2018 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:

- 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.

<p><b>Where We Were:</b> Reflecting on our past, what were some of the best/worst moments?</p>	<p><b>Where We Are:</b> Why would or wouldn't a person/business want to move into our community?</p>	<p><b>Where We Want to Be:</b> If you could make 3 wishes to make our community flourish, what would they be?</p>
<p><b>Best Moments:</b></p> <ul style="list-style-type: none"> <li>• More home ownership</li> <li>• Success in reducing crime</li> </ul> <p><b>Worst Moments:</b></p> <ul style="list-style-type: none"> <li>• Challenges with crime</li> <li>• Low resident engagement</li> </ul>	<p><b>Why would someone want to?</b></p> <ul style="list-style-type: none"> <li>• Established neighborhood association</li> <li>• Committed neighborhood leaders</li> <li>• Block captain structure</li> <li>• Improved communication</li> <li>• Reduced crime</li> <li>• Collaboration with CMPD and Code Enforcement</li> <li>• New business investment (e.g. Enderly Coffee)</li> <li>• Historic neighborhood</li> <li>• Greenway connectivity</li> <li>• Proximity to Uptown</li> </ul> <p><b>Why not?</b></p> <ul style="list-style-type: none"> <li>• Perception of crime, though community is safe</li> <li>• Number of rental properties is still high</li> </ul>	<ul style="list-style-type: none"> <li>• Involved/engaged residents</li> <li>• More business and home owner investment</li> <li>• More family and children activities</li> <li>• Strong relationships with City resulting in more infrastructure investments</li> <li>• Sidewalks</li> <li>• Better public relations</li> <li>• Improved perception</li> </ul>

## 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:

*Parkview is a safe, historic, urban neighborhood that is committed to families, community engagement and fostering future investment.*

## 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	Safety	Marketing & Branding	Beautification
<ul style="list-style-type: none"> <li>• “Welcome to the Neighborhood” packets</li> <li>• Committed residents and businesses willing to make investments</li> <li>• Book boxes / Little Free Libraries (<a href="http://www.littlefreelibrary.org">www.littlefreelibrary.org</a>)</li> <li>• Yard signs announcing neighborhood meetings (leverage block captains)</li> <li>• Utilize Betty Rae Thomas Center more</li> <li>• School Engagement</li> <li>• Promote Voter Registration</li> <li>• Increase voter turnout by hosting a party at Betty Rae Thomas during early/regular voting</li> <li>• Launch monthly youth bike group</li> <li>• Host National Night Out and collaborate with Enderly Park</li> <li>• Develop relationships with area churches and businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Install sidewalks on Carol, Ambassador and Brice</li> <li>• Install crime watch signs</li> <li>• Improve lighting</li> <li>• Install four way stop signs</li> <li>• Install speed bumps to address speeding</li> <li>• Improve bus stop safety and infrastructure on Carol Street</li> </ul>	<ul style="list-style-type: none"> <li>• Neighborhood identification signage</li> <li>• Historic signage</li> <li>• Increasing home ownership through marketing &amp; branding</li> <li>• Flyers with pretty images for neighborhood events</li> <li>• Newsletter (Enderly &amp; Parkview)</li> </ul>	<ul style="list-style-type: none"> <li>• Host a neighborhood cleanup</li> <li>• Install a community garden</li> </ul>

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. 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.

## 2017 Neighborhood Board Retreat Summary

### Parkview Neighborhood Association

#### OUR VISION:

*Parkview is a safe, historic, urban neighborhood that is committed to families, community engagement and fostering future investment.*

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

1

Community  
Safety  
(Sidewalks)

2

Signage

3

Community  
Engagement

#### IN 2017-2018, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Invite CDOT Pedestrian Program Manager to meeting to learn how the City prioritizes new sidewalks and how Parkview can advocate for sidewalks

**Assigned to :** Sarah and Michael

**Time Frame:** 30-60 days

Meet with City to learn more about Neighborhood Matching Grants Program and how it can help fund Parkview signs

**Assigned to:** Michael

**Time Frame:**

- 30-60 days for meeting
- One-year: To apply for grant and install signs. *Note:* Sarah will help complete Vision2Action workbook for \$1,500 grant credit

Develop relationship with businesses by inviting local business owners to monthly neighborhood meetings

**Assigned to:**

- Michael/Debbie will help identify businesses
- Sarah will extend invitations

**Time Frame:** Begin inviting businesses within 90-days

**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
<b>Invite CDOT Pedestrian Program Manager to meeting to learn how the City prioritizes new sidewalks and how Parkview can advocate for sidewalks</b>	Public Safety
<b>Meet with City to learn more about Neighborhood Matching Grants Program and how it can help fund Parkview signs</b>	Neighborhood Identity
<b>Develop relationship with businesses by inviting local business owners to monthly neighborhood meetings</b>	Partnerships

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

Cherie Grant, Northwest Community Engagement Liaison	Randy Harris, Northwest Community Engagement Manager
<a href="mailto:Cherie.Grant@charlottenc.gov">Cherie.Grant@charlottenc.gov</a> or 704-336-3322	<a href="mailto:rharris@charlottenc.gov">rharris@charlottenc.gov</a> or 704-432-1579



