July 13, 2019

Reavencrest HOA

Hosted by City of Charlotte Housing & Neighborhood Services at

Goodwill Opportunity Campus
Background

On Saturday, July 13, 2019, the board members of the Reavencrest Homeowners Association participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at the Goodwill Opportunity Campus. The following board members and/or community members participated in the retreat:

Roger Pierce  
Heather Foster  
Kevin Gonzago  
Donna DeCesare  
John Palko  
Melissa Toner

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

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.

<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>
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</table>
| • Apathy towards board involvement from the community  
• Lack of communication between the board and the community  
• Lack of transparency on the part of the property management company  
• Some neighborhood engagement when the community was first constructed, but fell off quickly | • Great location  
• More active HOA striving to foster community engagement  
• A neighborhood that’s affordable, walkable, beautiful, and diverse  
• Still some difficulties with the property management company  
• Lack of HOA meeting participation | • More inclusion and neighborhood engagement  
• Detailed and consistent communication from property management, HOA board, and neighbors  
• A sustainable board (one where new board members can maintain and improve upon existing work as prior members roll off) |
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:
Reavencrest establishes community through consistent communication and sustainable engagement

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:
  o Current action items getting you closer to our vision.
  o 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:

- **Property Engagement**
  - Work with Property Management Company to resolve current issues
  - If current issues are not resolved, find new property management company
    - Community Associations Institute has helpful resources: [https://www.caionline.org/pages/default.aspx](https://www.caionline.org/pages/default.aspx)

- **Neighborhood Engagement**
  - Add content to newsletter
  - Create SOPs for oncoming board member to ensure sustainability of board
  - Survey residents to encourage engagement and raise awareness about board activities
  - Promote diversity of the neighborhood through board makeup (age, gender, ethnicity, etc)

- **Social Engagement**
  - Host a large neighborhood block party
  - Research other large community events

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.
2019 Neighborhood Board Retreat Summary

Reavencrest

OUR VISION:

Reavencrest establishes community through consistent communication and sustainable engagement

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

1. Property Management Engagement
2. Community Engagement
3. Social Engagement

IN 2019-2020, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

- By October 31, 2019, decide whether to proceed with Management Company or choose from a list of alternatives.
- Send out a revamped newsletter starting in August 2019.
- Attend Charlotte ToolBank Block Party in September; have successful block party event in the spring 2020.
Please list any parking lot items or additional activities beyond the initial 3 here.

- Book of Standard Operating Procedures for onboarding new HOA board members
- Maintain active social committee to ensure projects come to completion
- Research TreesCharlotte Neighborwoods Grant and City of Charlotte Tree Care Grant
  [https://charlottenc.gov/HNS/CE/Environment/Pages/TreeCare.aspx](https://charlottenc.gov/HNS/CE/Environment/Pages/TreeCare.aspx)
  [https://treescharlotte.org/volunteer/neighborhoods/](https://treescharlotte.org/volunteer/neighborhoods/)
- Research Adopt a City Street
  [https://charlottenc.gov/HNS/CE/KCB/Pages/Adopt-A-City-Street.aspx](https://charlottenc.gov/HNS/CE/KCB/Pages/Adopt-A-City-Street.aspx)
- Apply for Civic Leadership Academy
- Look into resources for speed bumps
  If you have City streets: [https://charlottenc.gov/Transportation/Programs/Pages/TrafficCalming.aspx](https://charlottenc.gov/Transportation/Programs/Pages/TrafficCalming.aspx)
- Contact Caroline Burgette ([caroline.burgett@mecklenburgcountync.gov](mailto:caroline.burgett@mecklenburgcountync.gov)) about storm water and drainage issues

**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](https://www.charlottenc.gov). 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.

<table>
<thead>
<tr>
<th>Project</th>
<th>Potential Resource Categories of Interest</th>
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<tbody>
<tr>
<td>By October 31, 2019, decide whether to proceed with Management Company or choose from a list of alternatives.</td>
<td>Board Development</td>
</tr>
<tr>
<td>Send out a revamped newsletter starting in August 2019.</td>
<td>Communication</td>
</tr>
<tr>
<td>Attend Charlotte ToolBank Block Party in September; have successful block party event in the spring 2020.</td>
<td>Welcoming &amp; Engaging Neighbors</td>
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Your community is located within Charlotte’s Southeast Service Area. Your staff contacts for following up and community assistance are:

<table>
<thead>
<tr>
<th>Kim Barnes, Southeast Community Engagement Manager</th>
<th>Elliott Royal, Southeast Community Engagement Liaison</th>
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<td>[k <a href="mailto:Barnes@charlottenc.gov">Barnes@charlottenc.gov</a>](mailto:k <a href="mailto:Barnes@charlottenc.gov">Barnes@charlottenc.gov</a>) or 704-336-8408</td>
<td><a href="mailto:Elliott.Royal@charlottenc.gov">Elliott.Royal@charlottenc.gov</a> or 704-336-1502</td>
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