



NEIGHBORHOOD BOARD RETREAT



July 29, 2021

Reid Meadows Neighborhood Watch Group

Hosted online by City of Charlotte Housing & Neighborhood Services

Reid Meadows Neighborhood Watch Group

2021 Board Retreat

Background

On Thursday, July 29, 2021, members of the Reid Meadows Neighborhood Watch Group participated in the virtual Neighborhood Board Retreat facilitated by the City of Charlotte online. The following board members and/or community members participated in the retreat:

- Cheryl Dover
- Godfrey Jackson
- Nadine Williams
- Benito Gamboa
- Officer Deidre John

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 match credit toward a Neighborhood Matching Grant (NMG) to help execute one of the projects we identified.

To receive this credit, we'll submit a copy of the Developing Your Ideas worksheet with our NMG request. This credit will expire following the March 1, 2023 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
- SWOT Analysis
- Seeing the Forest through the Trees: Developing Strategic Priorities
- Idea Development – Time for participants for develop an action plan for goal achievement

SWOT Analysis

We began our day with group discussion using the SWOT Analysis framework. 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

Our discussion helped us to find commonalities in our conversations.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• Residents have a strong sense of community engagement and a willingness to “do the work”• Neighbors on specific blocks have strong bonds• Prime location (close to uptown, restaurants, recreation and I-85)• Housing affordability which brings diversity	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Lack of unity• No celebration of diversity• Absence of youth activities/engagement• Crime
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• New HOA board election upcoming (November)• Growing/strengthening the newly formed Neighborhood Watch Group• Building closer relationships with neighbors• Strengthening communication with the HOA board• Increasing community events	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Relocation of houseless neighbors to Reid Meadows with limited resources• Speeding within the community/being denied speed reduction devices• Increased violent crime, gunfire, retaliation• Foot traffic/loitering from adjacent communities• Distance from resources and gathering centers

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. This activity led us to the following priorities/action items being identified as important within our community:

- Monthly community engagement events
- Developing block captains
- Landscaping
- Community garden
- Set up a newsletter
- Improving the main entrances of community

The three priorities 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.

2021 Neighborhood Board Retreat Summary

Reid Meadows Neighborhood Watch Group

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

<p>1</p> <p>Monthly Community Engagement Events</p>	<p>2</p> <p>Developing Block Captains</p>	<p>3</p> <p>Setup a newsletter</p>
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IN 2021-2022, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

<p>Continuously partner with the Charlotte Community ToolBank to develop a diverse calendar of monthly community engagement events by January 2022</p>	<p>Develop marketing materials to help share information and recruit at least two block captains per block by August 31, 2021</p>	<p>Develop content to include in a monthly newsletter to begin publishing for residents in August 2021</p>
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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
Continuously partner with the Charlotte Community ToolBank to develop a diverse calendar of monthly community engagement events by January 2022	Community Engagement Charlotte Community ToolBank
Develop marketing materials to help share information and recruit at least two block captains per block by August 31, 2021	Board Organization / Community Safety Community Resource Officer Deidre John Deidre.John@cmpd.org
Develop content to include in a monthly newsletter to begin publishing for residents in August 2021.	Communication

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

Aisha Sabur, Northwest Community Engagement Liaison	Randy Harris, Northwest Community Engagement Manager
Aisha.abdus-sabur@charlottenc.gov or 704-770-7457	Randy.harris@charlottenc.gov or 704-432-2433

