



NEIGHBORHOOD BOARD RETREAT



March 9, 2021

Reid Park Neighborhood Association

Hosted online by City of Charlotte Housing & Neighborhood Services

Reid Park Neighborhood Association

2021 Board Retreat

Background

On Tuesday, March 9, 2021, members of the Reid Park Neighborhood Association 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:

- Judy Duren
- Barbara Epps
- Rickey Hall
- Harriette Mahoney
- Helen Thompson
- Lillian Weathers

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 June 1, 2022 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
- Seeing the Forest through the Trees: Developing Strategic Priorities
- 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 group discussion 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

Our discussion helped us to find commonalities in our conversations.

Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why would or wouldn't 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>Best</p> <ul style="list-style-type: none"> • “CommUNITY”/unified community • People working in community • Youth involvement/stipends to encourage youth participation • Action driven – looked for solutions • Residents being neighborly <p>Worst</p> <ul style="list-style-type: none"> • Long-time residents were dying out • New resident did not have same sense of community/commitment • Lack of participation • No plan of action/follow through/all talk; no action 	<p>Would</p> <ul style="list-style-type: none"> • Now have more spending power • Connectivity to broader West Blvd. Corridor Vision • Revitalization efforts along West Blvd. Corridor • Neighborhood (pocket) parks • Increasing diversity in neighborhood <p>Would not</p> <ul style="list-style-type: none"> • “Pockets” of drug activity and related crime – including a multiple homicide shooting incident • Impacts of gentrification and displacement • Ongoing transportation issues including traffic, need for sidewalks, speed deterrents and signalization. • No grocery store or small business investment • Lack of individual or collective community response to issues. 	<p>Wishes</p> <ul style="list-style-type: none"> • Residents and property owners to take responsibility for/pride in properties – being held accountable maintaining properties including vacant lots, street, pocket parks, etc. • Clean and safe neighborhood climate • More community involvement and relationship building – especially with new Latinx, Asian & White residents • More programming to encourage youth involvement • Using the Land Trust “Playbook” – increase home ownership by attracting more homeowners and not just renters to Reid Park • Devise a mechanism for holding investment property owners accountable for properties – this should include promotion of anti-displacement techniques and warding off predatory and speculative property investors. • Support implementation of Land Trust model for securing and selling property that comes available for homeownership or business developments that serve the community productively.

		<ul style="list-style-type: none"> • Use Land Trust Model to preserve the community's power by keeping money in the community <ul style="list-style-type: none"> ○ Build affordable housing that adds value (not just the Habitat design model); ○ Monitor/control investor home buying in neighborhood; and ○ Manage gentrification in Reid Park.
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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:

- Reinstatement of Block Captains/Community Ambassadors
- Establish Community leadership team
- Develop a community plan that promotes increased resident participation
- Organize neighborhood association to address rapid changes in Reid Park and West Blvd. Corridor
- Celebrate all community diversity – long-time and new residents (Latinx, White and Asian)

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.

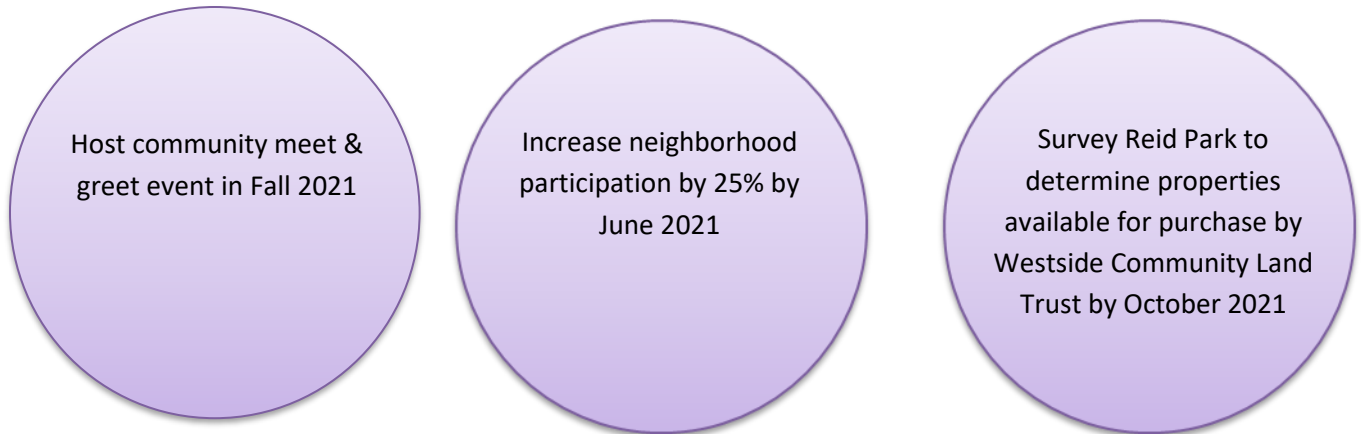
2021 Neighborhood Board Retreat Summary

Reid Park Neighborhood Association

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



IN 2021-2022, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:



Goal Category	Goals
Communication/Training	<p>Goal 1: Host community meet & greet event in Fall 2021</p> <ul style="list-style-type: none"> - Identify > 15 community ambassadors/block captains for all streets by December 2021 - Participate in Neighborhood Ambassador training with Community Engagement – Fall 2021
Board Development/ Communication	<p>Goal 2: Increase neighborhood participation by 25% by June 2021</p> <ul style="list-style-type: none"> - Recruit & train neighborhood leaders to serve as officers by Summer 2021 - Elect association officers – Fall 2021 - Continue to use Zoom model for meetings but locate physical location by December 2021
Neighborhood Improvement	<p>Goal 3: Survey Reid Park to determine properties available for purchase by Westside Community Land Trust by October 2021</p> <ul style="list-style-type: none"> - Land Trust to acquire vacant properties in Reid Park over next 1 to 3 years - Create varied housing model & architectural styles for Reid Park over next 1 – 3 years

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
Host community meet & greet event in Fall 2021	Communication/Training
Increase neighborhood participation by 25% by June 2021	Board Development/Communication
Survey Reid Park to determine properties available for purchase by Westside Community Land Trust by October 2021	Neighborhood Improvement

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

Chad Martin, Service Area Community Engagement Liaison	Millicent Powell, Service Area Community Engagement Manager
chad.martin@charlottenc.gov or phone number (704) 432-1579	millicent.powell@charlottenc.gov or phone number (704) 432-6814