



CHARLOTTESM

NEIGHBORHOOD BOARD RETREAT



February 18, 2017

SouthPark Association of Neighborhoods

Hosted by City of Charlotte Neighborhood & Business Services at

Goodwill Opportunity Campus

SouthPark Association of Neighborhoods

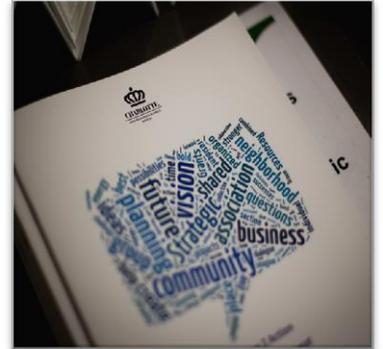
2017 Board Retreat

Background

On Saturday, February 18, 2017, the board members of the South Park Association of Neighborhoods 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:

Hilary Greenberg
Elizabeth McGregor
Lauren Woodruff
Nick Lukens

Roger Coates
Bernie Gesing
David Herrin
Rob Aulebach



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.

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?
<ul style="list-style-type: none"> • Named for the mall • Place to raise a family • United by the ULI study • Disparate neighborhoods • Disconnected and not pedestrian-friendly 	<ul style="list-style-type: none"> • Successful • Separated from each other • More amenities • Hard to get around • Brand is growing outside of mall • Series of suburban neighborhoods 	<ul style="list-style-type: none"> • SouthPark is a diverse place that is family friendly • Walkable • Lots of amenities (shops, restaurants) • A vibrant public realm • Ability to influence total area

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:

We are the SPAN between our neighborhoods and stakeholder working together to enhance a vibrant SouthPark District where you can live, work, shop, and play.

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:

- Events
 - Open Streets
 - Queen City Quiz Show
 - Arts and cultural events
 - Educational forums
 - Speaker Series with SPAN moderators
 - Create a calendar of events
 - SouthPark Festival
- Planning/Zoning
 - Rezoning Checklist
 - Development criteria
 - Better building design
 - Complete a SouthPark Area Plan
 - Conduct a public realm study
- Infrastructure
 - CNIP communication
 - Public meeting participation
 - Help prioritize projects (CNIP)
 - New sidewalks
 - Guide to what projects to pick and why
 - Host CNIP information session
 - Lobby for additional bond money
- Governance
 - Bylaws
 - Officers
 - Committees
 - Structure
 - Build a budget
 - Determine dues and number of members
 - Schedule monthly board meetings
 - Solidify boundaries
 - Role definitions
- Projects
 - Transit service (bus shuttle)
 - Dog Park
- Communication
 - Social media
 - List serve
 - Facebook page
 - Newsletter
 - Increase participation
 - Logo and theme song

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

SouthPark Association of Neighborhoods (SPAN)

OUR VISION:

We are the SPAN between our neighborhoods and stakeholder working together to enhance a vibrant South Park District where you can live, work, shop, and play.

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

1

Communication: How do we communicate with our members to attract and retain more members, as well as get people interested in our message?

2

Infrastructure/Planning: How do we coordinate two large efforts and what would we like to see happen with both rezonings and the CNIP process?

3

Governance: Includes getting established and setting a framework how neighborhoods will be involved and what seat they will have at the table.

IN 2017-2018, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

Establish a committee to be led by Elizabeth and Lauren. The communication committee's first project will be to write a communication strategy in 2017-2018. This plan will then feed into a branding strategy as well as a larger communication plan that will identify social media opportunities. By the end of the year there will be an adopted landing page.

Establish two committees: one focused on the CNIP/Infrastructure project, the other focused on rezonings. Infrastructure committee will meet and work with City to complete CNIP. Rezonings will get established and meet with Urban Design and planning to initialize the design rubric for cases. Hilary and Nick will be the point persons for Planning and James and Bernie will be for the CNIP.

Governance will write and adopt a set of bylaws and establish an officer/committee structure. Key points of contact: David, Rob, and Roger.

Please list any parking lot items or additional activities beyond the initial 3 here.

- Working on a dog park (Roger will lead and organize/meet with Parks and Recreation). *See Recreation category on resource website noted below.*
- Circulator/CATS (Roger will coordinate a meeting with CATS). *See Partnerships category on resource website noted below.*

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
Establish a committee to be led by Elizabeth and Lauren. The communication committee's first project will be to write a communication strategy in 2017-2018. This plan will then feed into a branding strategy as well as a larger communication plan that will identify social media opportunities. By the end of the year there will be an adopted landing page.	Communication
Establish two committees: one focused on the CNIP/Infrastructure project, the other focused on rezonings. Infrastructure committee will meet and work with City to complete CNIP. Rezoning will get established and meet with Urban Design and planning to initialize the design rubric for cases. Hilary and Nick will be the point persons for Planning and James and Bernie will be for the CNIP.	Partnerships
Governance will write and adopt a set of bylaws and establish an officer/ committee structure. Key points of contact: David, Rob, and Roger.	Board Development

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

Kim Barnes, Southeast Community Engagement Manager
kbarnes@charlottenc.gov or 704-336-8408



