



CHARLOTTESM

NEIGHBORHOOD BOARD RETREAT



July 13, 2019

SWAN Coalition

Hosted by City of Charlotte Housing & Neighborhood Services at

Goodwill Opportunity Campus

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"> • Strong communities and coalition • People knew about SWAN • People who knew one another • Lots of activities and events • Use of local parks, restaurants and business • Pride in community • Cohesion • Local ownership • Lots of interaction • Even development 	<ul style="list-style-type: none"> • Stagnant • Very little interaction or connection • Neighbors do not know each other • Dwindling services + amenities—restaurants, business, etc. • Parks not utilized or valued • Fast growth—not balanced • Polar opposites, lack of balance—young people and older people, no middle • Different languages with limited translation • Development in some areas not others (i.e. Steele Creek) 	<ul style="list-style-type: none"> • More collaboration • More cohesion • More multi-cultural events and connections • Ability to work across languages • Ability to bring youth and elders together • Pride in homes • Thriving business • More choice for amenities • Even development • Better transportation • Upscale amenities • Walkability • Nice park for community • Local library satellite • Stability, balance and pride • Interconnectedness • Respecting and valuing each and every neighbor

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:

Preamble : SWAN is a diverse coalition, our members are proud of who we are and where we live.

Vision : We respect all neighbors and value connection and balance where we live, work & 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:

- **Activities**
 - Block Party
 - Events in park
 - Street party
- **Community Survey**
 - Talk to people in Spanish and English
 - Survey to find out what people think
 - Tools to ask community in Spanish and English
 - Find out what community is interested in
- **Infrastructure**
 - Newsletter for SWAN
 - Branding and marketing with new developments
 - Tools to let people know about the coalition



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

SWAN Coalition

OUR VISION:

Preamble : SWAN is a diverse coalition, our members are proud of who we are and where we live.

Vision : We respect all neighbors and value connection and balance where we live, work & play.

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

1

Infrastructure

2

Community Survey

3

Activities

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

Communicate updated SWAN vision to all coalition neighborhoods by December 2019.

Administer a bilingual community survey by August 2020.

Host an intergenerational, multicultural street fair by December 2020.

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

1. Google Translate is a helpful tool for translating from English to Spanish: <https://translate.google.com/>
2. Canva has helpful resources for branding: <https://www.canva.com/learn/branding/>

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
Communicate updated SWAN vision to all coalition neighborhoods by December 2019.	Communication
Administer a bilingual community survey by August 2020.	Communication; Welcoming & Engaging Neighbors
Host an intergenerational, multicultural street fair by December 2020.	Welcoming & Engaging Neighbors; Recreation

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

Millicent Powell, Southwest Community Engagement
 Manager
mepowell@charlottenc.gov or 704-432-6814

