



CHARLOTTE™

2015 NEIGHBORHOOD BOARD RETREAT



Southwest Area Neighborhood Association

Hosted by City of Charlotte Neighborhood & Business Services at CPCC Main Campus

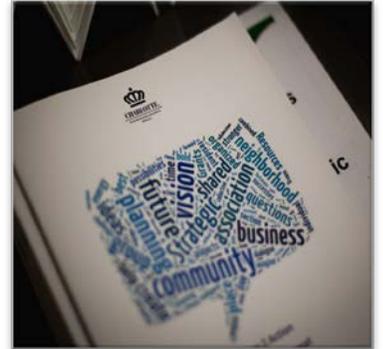
Southwest Area Neighborhood Association

2015 Board Retreat

Background

On Saturday, February 7th 2015, the board members of the Southwest Area Neighborhood Association participated in a board retreat facilitated by the City of Charlotte, hosted at CPCC's Main Campus. The following board members participated in the retreat:

- Al Peace
- Betty Peace
- James White
- Virginia Keough
- James Shepard
- John Oakman



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 Neighborhood Matching Grant credit to help execute one of the projects we identified.

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?
<p>More engagement in the community; Less resident turnover</p> <p>Best moments included participation in neighborhood events such as Easter Egg Hunt</p> <p>Worst moments included disgruntled neighbors when confronted about code violations/ acceptable behavior, crime (shooting) in the neighborhood.</p>	<p>No retail options</p> <p>Rock quarry</p> <p>Dismantled community-diverse groups that are not actively engaged</p> <p>Code violations</p>	<p>More neighborhood scale retail options</p> <p>Overcome language barriers to increase resident participation in community events</p> <p>More events with participation from all residents</p>

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.

Vision:

Southwest Area Neighborhoods are a collection of diverse neighborhoods that promote diversity by providing opportunities for social interaction.

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:

Community Engagement: More community events, Increasing Retail, Develop newsletters

Information Sharing with City Representatives: Develop relationship with CMPD and Code Enforcement

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, these are:

1
Increase Resident
Engagement

2
Improve Aesthetic and
Community Safety

3
Special Events

Action Items for 2014-2015

The three activities selected as most impactful toward achieving our strategic priorities are activities in 2014-2015 are:

Investigate bilingual
or multilingual
approach

Partner with CMPD
and Code
Enforcement to
increase resident
knowledge of area
happenings and rules

Host two neighborhood
events: Easter Egg Hunt
and Back to School Event

2015 Neighborhood Board Retreat Summary

Southwest Area Neighborhood Association

Vision:

Southwest Area Neighborhoods are a collection of diverse neighborhoods that promote diversity by providing opportunities for social interaction.

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

1
Increase Resident
Engagement

2
Improve Aesthetic and
Community Safety

3
Special Events

IN 2014-2015, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Investigate bilingual
or multilingual
approach

Partner with CMPD
and Code
Enforcement to
increase resident
knowledge of area
happenings and rules

Host two neighborhood
events: Easter Egg Hunt
and Back to School Event

Resources to Get Started

Project	Getting Started	Resources	
Project #1 Investigate bilingual or multilingual approach	<ul style="list-style-type: none"> • Create an electronic newsletter that is available in more than one language to communicate with residents 	<p style="text-align: center;">Mail Chimp: Free online newsletter creator: www.mailchimp.com</p> <p style="text-align: center;">Newsletter</p> <p>tips: http://archive.ci.falcon-heights.mn.us/nlhandbook/com_tips.html</p> <p style="text-align: center;">More newsletter</p> <p>tips: http://www.icgov.org/site/CMSv2/file/planning/neighbor/creatingnewsletter.pdf</p>	
	<ul style="list-style-type: none"> • Contact the International House to get resources for translation services and to learn more about other cultures 	<p style="text-align: center;">The International House of Charlotte may be able to connect you with resources throughout Charlotte’s international community:</p> <p style="text-align: center;">Interational House of Charlotte http://www.ihclt.org/</p>	
Project #2 Partner with CMPD and Code Enforcement to increase resident knowledge of area happenings and rules	<ul style="list-style-type: none"> • Code Enforcement has online learning toolkits to educate neighbors about code-related issues 	<p style="text-align: center;">City of Charlotte Code Enforcement toolkits:</p> <p style="text-align: center;">http://charmeck.org/city/charlotte/nbs/CodeEnforcement/nuisance/Pages/Toolkits.aspx</p>	
	<ul style="list-style-type: none"> • Contact your Service Area Team representatives and invite them to neighborhood meetings 	<p style="text-align: center;">Contact Your Service Area Team Representatives:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> Eugene Bradley Southwest Service Area Leader Specialist Phone: 704-432-1579 ebradley@charlottenc.gov </td> <td style="width: 50%; vertical-align: top;"> Millicent Powell Southwest Service Area Phone: 704-432-6814 mepowell@charlottenc.gov </td> </tr> </table>	Eugene Bradley Southwest Service Area Leader Specialist Phone: 704-432-1579 ebradley@charlottenc.gov
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	<ul style="list-style-type: none"> Reach out to your CMPD officer to invite them to neighborhood meetings 	<p align="center">Find your community police officer: http://charmeck.org/city/charlotte/CMPD/response-areas/Pages/default.aspx</p>
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<p>Project #3 Host two neighborhood events: Easter Egg Hunt and Back to School Event</p>	<ul style="list-style-type: none"> Get tips on how to plan a great event. 	<p align="center">Neighborhood Event Planning Toolkit http://www.sdsynod.org/wp-content/uploads/2012/05/Block-Party-Kit.pdf</p> <p align="center">Charlotte Department of Transportation for information on street closure procedures and approval http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx Charlotte-Mecklenburg Police Department for sound permits http://charmeck.org/city/charlotte/CMPD/Pages/default.aspx</p> <p align="center">Invite your City Council representative: City Council Members: http://charmeck.org/city/charlotte/CityCouncil/MeettheCouncil/Pages/home.aspx</p>
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<p align="center">Parking Lot:</p> <p align="center">Build partnerships with community churches: Contact Mecklenburg Ministries to find out how to collaborate with faith-based organizations www.meckmin.org</p>	
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City of Charlotte Southwest Service Area Contacts:

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