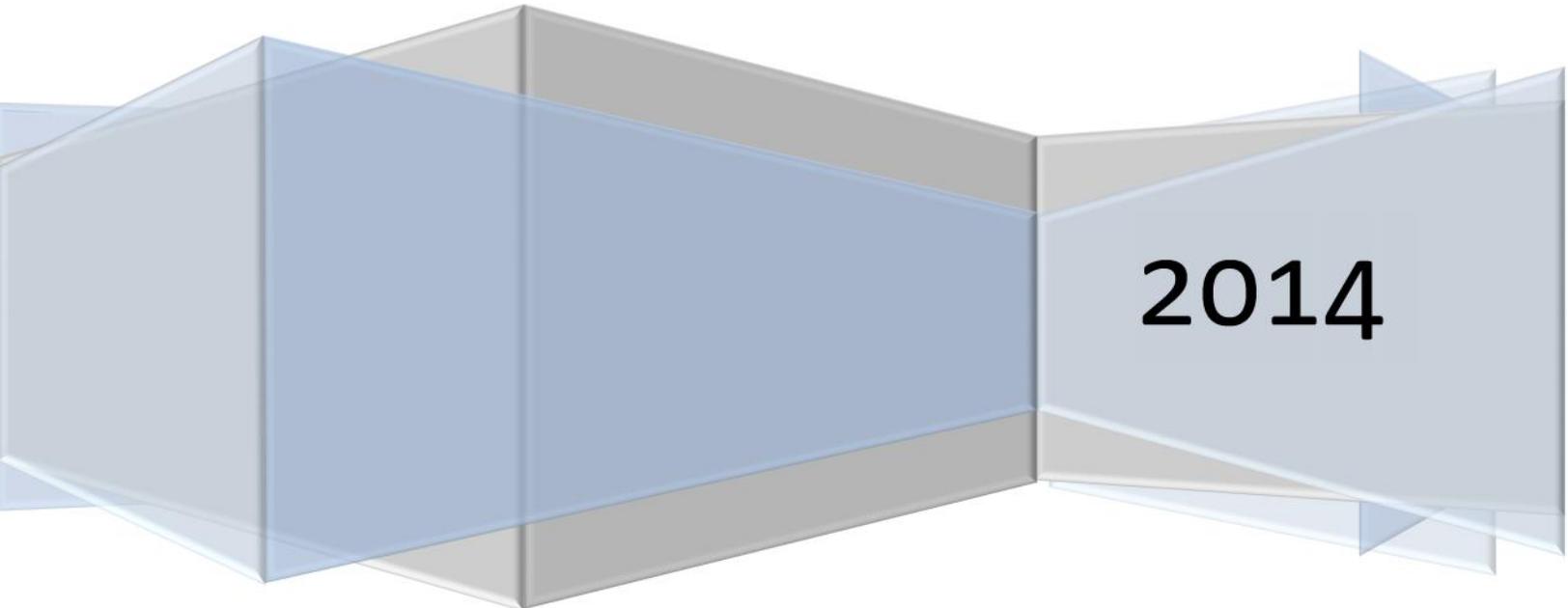


Sedgefield Neighborhood Association

Board Retreat

Hosted by the City of Charlotte at UNC Charlotte Uptown Campus



2014

Sedgefield Neighborhood Association

2014 Board Retreat

Background

On Saturday, February 15, 2014, the board members of the Sedgefield Neighborhood participated in a board retreat facilitated by the City of Charlotte, hosted at UNC Charlotte Uptown Campus. The following board members participated in the retreat:

- Deborah Robinson
- Candace Chapman
- Michael Seaton
- Liz Porter
- Janelle Travis



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/why not would 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 Foundation, Historic Roots • Development of Selwyn Farms brought new communities and some new negative impacts like crime, loss of open space, loss of walkability to schools. • Strong relationships with other neighbors • Schools declining, crime increasing, traffic increasing • Success: Neighborhood signage and park 	<ul style="list-style-type: none"> • Positive Changes • Young residents are engaged • Schools declining, lots of bussing in • Walkability to destinations, safe • Location in relation to rest of charlotte • Crime is up • Making strides in community communication – involvement, social media, attendance at meetings is up • Strong leadership – motivated and united • Park • Good access to business/uptown • Sedgifest – neighborhood event 	<ul style="list-style-type: none"> • Less multifamily housing developments • Less cut through traffic • School Improvement • Quality multifamily development • Refresh the reputation, image of neighborhood • Building neighborhood engagement • More local/neighborhood businesses • Opportunity for a park behind the school • Redevelopment of Marsh Park • Redistricting of schools • Fostering a sense of community

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:

The Sedgefield neighborhood is an established, friendly community where engaged families and businesses can grow together.

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:

- Engagement among residents
 - Neighborhood survey to understand key ideas/priorities of residents
 - Social activities: Sedgefest, lights, Facebook, Halloween, Tree Banding
 - Rebranding: new logo, signage, community project, visibility
 - Play Groups
 - Increase recycling to get closer or above the County average
 - Newsletter
 - Community walk or other activity for neighbors to meet
 - Sedgefield elementary school park and Marsh Park – complete plan and implement
 - New park on Marsh Road (current), community events, holiday lights, trunk or treat
 - Neighborhood Blog
 - Sedgefest
 - Increased communication with multi-family units
- Crime and Safety
 - Crime watch, neighborhood involvement, CMPD, street lights
 - Goals – safety, improve streets, lighting, buffers/sidewalks
 - Work with police, neighborhood watch, street lights
 - Traffic: CDOT partnership, traffic studies, calming measures, neighbor input
 - Less crime
 - Neighborhood watch
- Schools
 - Better Schools
 - School goals: redistrict, get parents committed, revive PTA, volunteers
 - School improvement: listening, involvement, fund raising
 - More neighbors involved in schools, even if they don't have school aged kids
 - Better schools, rezone, parent involvement
 - Improved aren't involvement at Sedgefield Schools
 - Change school district community, Sedgefield Elementary is in Ashebrooke
- Impact on Physical Development:
 - Engage with developers for input
 - Neighborhood involvement in attracting local businesses
 - Marsh properties redevelopment – commercial and development
 - Small business “fair” at Sedgefest
 - Working with developers to create appealing multi-family housing on Marsh Road

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:



Action Items for 2014-2015

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



Potential Resources/Partners:

1. Improve Schools: Plaza Midwood and Winterfield- past experiences, Queen's College, Church on Park, N&BS Community and Schools partnerships, Jimmie Johnson Grants, County Commissioner, City Council Member, School Board Representative, Sedgefield Elementary School, Principal
2. Improve Safety: CDOT, CMPD, N&BS Neighborhood Matching Grants, Off Duty Police
3. Engagement among residents: Queen's University – community communications, Pepsi – recycling program, Charlotte Housing Authority

Other Potential Project Ideas:

1. Improve Schools
 - a. Parent/non-parent involvement – PTA, Bridge the gap
 - b. Partnerships/Fund-raisers – table at Sedgefest, Food Drives, Adopt-a-Kid @ Christmas
 - c. Establish a committee to pursue changes
 - d. Gather community input
2. Improve Safety:
 - a. Develop neighborhood watch program – Twitter, newsletter, social media, website
 - b. Implement results of CDOT traffic study
 - c. Streetscape improvements on Poindexter, Park Rd, Marsh Rd - slow traffic, light, safety, cut-thru traffic
 - d. Reduce breaking and entering during the day especially
3. Engagement among residents
 - a. Poll residents about current activities – use to prioritize efforts
 - b. New neighborhood meet-up
 - c. Educate about recycling – multi-family recycling
 - d. Community liaison with multi-family communities – assign as a board member

2014 Neighborhood Board Retreat Summary

Sedgefield Neighborhood Association

OUR VISION:

The Sedgefield neighborhood is an established, friendly community where engaged families and businesses can grow together.

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

1

Improved Schools

2

Improved Safety

3

Engagement among Residents

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

1

Establish a committee to pursue changes to schools

2

Continue establishing Neighborhood Watch Program

3

Establish a community liaison with Multi-family developments in our area

Resources to Get Started

Project	Getting Started	Resources
Project #1 Establish a committee to pursue changes to schools	<ul style="list-style-type: none"> • Get a committee organized 	<p style="text-align: center;">How to organize a committee:</p> <p style="text-align: center;">http://www.mycommittee.com/BestPractice/Committees/Startingacommittee/tabid/244/Default.aspx</p>
	<ul style="list-style-type: none"> • Find out ways to get involved with your neighborhood school(s) 	<p style="text-align: center;">Fun ways for your neighborhood residents to get involved:</p> <p style="text-align: center;">http://www.educationworld.com/a_admin/archives/partners.shtml</p>
	<ul style="list-style-type: none"> • Apply for a Neighborhood Matching Grant to support the school 	<p style="text-align: center;">Learn about how to engage with schools in your neighborhood. Call Liz Mitchell at 704-336-8409 or enmitchell@charlottenc.gov</p> <p style="text-align: center;">http://charmeck.org/city/charlotte/nbs/communityengagement/nmg/Pages/NeighborhoodSchoolPartnershipGrants.aspx</p> <p style="text-align: center;">Neighborhood Matching Grants Program Atalie Zimmerman at azimmerman@charlottenc.gov or 704-336-4594</p> <p style="text-align: center;">http://www.charmeck.org/city/charlotte/nbs/communityengagement/nmg/Pages/default.aspx</p>
Project #2 Continue establishing a Neighborhood Watch Program	<ul style="list-style-type: none"> • Work with CMPD to develop Neighborhood Watch 	<p style="text-align: center;">CMPD Neighborhood Watch Program</p> <p style="text-align: center;">http://charmeck.org/city/charlotte/cmpd/safety/neighborhoodwatch/Pages/default.aspx</p>
	<ul style="list-style-type: none"> • Get tips on starting a Neighborhood Watch 	<p style="text-align: center;">How to Start a Neighborhood Watch Program</p> <p style="text-align: center;">http://www.neighborhoodlink.com/article/Community/Neighborhood_Watch_How_To_Start</p> <p style="text-align: center;">USA On Watch Program http://www.usaonwatch.org/</p>
Project #3 Establish a community liaison with multi-family developments in our area	<ul style="list-style-type: none"> • Contact area groups who provide guidance to renters and owners 	<p style="text-align: center;">Greater Charlotte Apartment Association can provide a list of rental units http://www.greatercaa.org/</p> <p style="text-align: center;">Discover rental property owners via CMPD Rental Registration Program</p> <p style="text-align: center;">http://charmeck.org/city/charlotte/cmpd/resources/ordinances/pages/rentalordinance.aspx</p>

