



**CHARLOTTE.**

# 2016 NEIGHBORHOOD BOARD RETREAT



## Sherbrook HOA

Hosted by City of Charlotte Neighborhood & Business Services at UNC Charlotte Center City

## Sherbrook HOA

### 2016 Board Retreat

#### Background

On Saturday, July 16th, 2016, the board members of the Sherbrook HOA participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at UNC Charlotte Center City. The following board members participated in the retreat:

- Anita Gregory
- Darryl Yokley
- Mary Jackson
- Terri Rice
- Victoria Combs



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 our completed Vision to Action Idea Development Plan Workbook with our NMG request. This credit will expire following the September 1, 2017 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
- 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.

<b>Where We Were:</b> Reflecting on our past, what were some of the best/worst moments?	<b>Where We Are:</b> Why would or wouldn't a person/business want to move into our community?	<b>Where We Want to Be:</b> If you could make 3 wishes to make our community flourish, what would they be?
<ul style="list-style-type: none"> <li>• Safer</li> <li>• Cleaner</li> <li>• More participatory</li> <li>• “Less diverse”—“mostly just blacks and whites”</li> <li>• “Green,” or new and eager to work</li> </ul>	<ul style="list-style-type: none"> <li>• Strong HOA</li> <li>• Property values on the rise</li> <li>• Many Section VIII residents*</li> <li>• A daycare, a group home and transient renters occupying single family homes</li> <li>• Lack of cultural awareness</li> <li>• Lack of policing</li> </ul> <p><i>*Perception-- Kim Barnes explained Section VIII program and confidentiality</i></p>	<ul style="list-style-type: none"> <li>• Desire for a senior community center</li> <li>• Desire to develop a grassroots coalition of neighborhoods beyond Sherbrook</li> <li>• Desire to keep neighborhood clean</li> </ul>

## 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:

*Sherbrook is a clean and beautiful multicultural neighborhood, valuing residents of all ages.*

## 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:

**Funding**

- Additional dollars for bus stop awning
- Money for community events
- Funding to purchase or rent unused land
- Dollars for senior center
- All residents to join HOA and pay dues (currently, only 73 of the 110 homes pay HOA dues because of a discrepancy with the HOA organizing documents)

**Beautification**

- Trash pickup
- Cleanup of yards where renters live
- Dog poop cleanup
- Neighborhood cleanup
- Kids at cleanup

**Spaces to Engage**

- Festivals
- Activities for kids
- Youth soccer league
- HOA networking events
- Community, not just neighborhood, events
- Spaces for seniors

**Safety**

- Gun shots
- Police not really present
- Drug dealers
- Biking

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 2016-2017** The three activities selected as most impactful toward achieving our strategic priorities are activities in 2016-2017 are:



## 2016 Neighborhood Board Retreat Summary

### Sherbrook

#### OUR VISION:

Sherbrook is a clean and beautiful multicultural neighborhood, valuing residents of all ages.

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

1

FUNDING

2

BEAUTIFICATION

3

SPACE TO ENGAGE

#### IN 2016-2017, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Apply for *at least* one grant a year to support vision fulfillment.

In the next year, double the number of participants at the neighborhood cleanup.

Before the end of the year, host one multi-cultural family event with a youth component.

**Please list any parking lot issues or items here:**

-Note: this is the “Sherbrook” neighborhood, not “Sherbrooke” drive.

-Mary does not live in Sherbrook, but attended as she feels a part of the community and hopes that one day there is a multi-neighborhood coalition.

-Strategic priority I will be discussed at the next board meeting, as members want to gain consensus and collectively determine what grant opportunity to pursue.

-Strategic priority II will require new recruitment strategies and at least 34 people will need to be in attendance.

-Strategic priority III is more or less a modification to a current event that takes place every fall.



**Resources to Get Started**- You've rolled up your sleeves and established your vision. The resources that follow may assist your organization in achieving your goals. Links and contact information are provided for information only and are subject to change.

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

Kim Barnes, Community Engagement Lead
<a href="mailto:kbarnes@charlottenc.gov">kbarnes@charlottenc.gov</a> or 704-336-8408



Project	Getting Started	Resources
<p><b>Project #1</b></p> <p>Apply for <i>at least one</i> grant a year to support vision fulfillment.</p>	<ul style="list-style-type: none"> <li>Research Neighborhood Matching Grant program to learn requirements</li> <li>Clarify why you are seeking funding</li> <li>Involve fellow residents in the process</li> </ul>	<p><b>Neighborhood Matching Grants (NMG):</b>  Charlotte’s NMG Program can provide grants to eligible neighborhood organizations for community improvement projects. To determine eligibility or to review program details please visit <a href="http://charlottenc.gov/nmg">http://charlottenc.gov/nmg</a> or call 704-336-3380.</p> <p><b>Meet with City of Charlotte staff who serve your neighborhood:</b>  <a href="http://charmeck.org/city/charlotte/nbs/about/serviceareas/Pages/default.aspx">http://charmeck.org/city/charlotte/nbs/about/serviceareas/Pages/default.aspx</a></p> <p><b>Effective Tips for Engaging Stakeholders:</b>  <a href="http://www.artscapediy.org/Creative-Placemaking-Toolbox/Who-Are-My-Stakeholders-and-How-Do-I-Engage-Them/A-Guide-to-Engaging-the-Community-in-Your-Project.aspx">http://www.artscapediy.org/Creative-Placemaking-Toolbox/Who-Are-My-Stakeholders-and-How-Do-I-Engage-Them/A-Guide-to-Engaging-the-Community-in-Your-Project.aspx</a></p> <p><b>Organizational Goal Setting:</b>  <a href="http://www.flexstudy.com/catalog/schpdf.cfm?coursum=95086">http://www.flexstudy.com/catalog/schpdf.cfm?coursum=95086</a></p> <p><b>Developing a Strategic Plan:</b>  <a href="http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning">http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning</a></p>
<p><b>Project #2</b></p> <p>In the next year, double the number of participants at the neighborhood cleanup.</p>	<ul style="list-style-type: none"> <li>Enroll more neighbors in Nextdoor and use to promote event</li> <li>Consider adopting a city street to build cleanup pride</li> </ul>	<p><a href="http://www.nextdoor.com">www.nextdoor.com</a></p> <p><b>Best practices for growing your Nextdoor participation:</b>  <a href="https://help.nextdoor.com/customer/portal/topics/350841-inviting-your-neighbors/articles">https://help.nextdoor.com/customer/portal/topics/350841-inviting-your-neighbors/articles</a></p> <p><b>MAVA- Metrolina Area Volunteer Administrators offers workshops on volunteer recruitment:</b>  <a href="https://www.facebook.com/MAVA-Metrolina-Association-for-Volunteer-Administrators-212961772174019/">https://www.facebook.com/MAVA-Metrolina-Association-for-Volunteer-Administrators-212961772174019/</a></p> <p><b>Increase neighborhood participation:</b>  <a href="http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/">http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/</a></p> <p><b>Increase Neighborhood Volunteers:</b>  <a href="http://www.neighborhoodlink.com/article/Association/Attracting_Volunteers">http://www.neighborhoodlink.com/article/Association/Attracting_Volunteers</a></p> <p><b>Volunteer Appreciation Ideas:</b>  <a href="http://blogs.volunteermatch.org/engagingvolunteers/2012/04/05/7-ways-to-appreciate-your-volunteers/">http://blogs.volunteermatch.org/engagingvolunteers/2012/04/05/7-ways-to-appreciate-your-volunteers/</a></p> <p><b>Keep Charlotte Beautiful (KCB) volunteers have been helping to keep Charlotte clean &amp; beautiful since 1974.</b> Visit <a href="http://kcb.charmeck.org">http://kcb.charmeck.org</a> or call 704-353-1235 to learn how to Adopt a City Street (AACS), participate in a Great American Clean-Up event or to learn tips and borrow supplies for your next neighborhood clean-up.</p>
<p><b>Project #3</b></p> <p>Before the end of the year, host one multi-cultural family event with a youth component.</p>		<p><b>CMPD Block Closing for events:</b>  <a href="http://charmeck.org/city/charlotte/transportation/closingsandevents/pages/block%20closings.aspx">http://charmeck.org/city/charlotte/transportation/closingsandevents/pages/block%20closings.aspx</a></p> <p><b>Neighborhood Event Planning Toolkit:</b>  <a href="http://www.sdsynod.org/wp-content/uploads/2012/05/Block-Party-Kit.pdf">http://www.sdsynod.org/wp-content/uploads/2012/05/Block-Party-Kit.pdf</a></p> <p><b>Charlotte Department of Transportation for information on street closure procedures and approval:</b>  <a href="http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx">http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx</a></p> <p><b>Ways to partner with your school:</b>  <a href="http://www.educationworld.com/a_admin/archives/partners.shtml">http://www.educationworld.com/a_admin/archives/partners.shtml</a></p> <p><b>Contact Neighborhood and Business Services</b>, 704-336-3380, to learn about more ways to support your neighborhood school</p> <p><b>McPie: Learn how a Charlotte community partnered with its local neighborhood school.</b>  <a href="http://christelca.org/ministries/change-the-world/mcpie/">http://christelca.org/ministries/change-the-world/mcpie/</a></p> <p><b>Alignment Southwest: Example of business, faith, and school organizations coming together to support Olympic High School and its feeder schools</b> (Contact Mike Realon, <a href="mailto:michael.realon@cms.k12.nc.us">michael.realon@cms.k12.nc.us</a>, for more information)</p>