July 14, 2018

Sherbrook HOA

Hosted by City of Charlotte Housing & Neighborhood Services at
Central Piedmont Community College
Background

On Saturday, July 14, 2018, the board members of the Sherbrook HOA participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at Central Piedmont Community College. The following board members and/or community members participated in the retreat:

- Darryl Yokley
- Ervin Gourdine
- Terri-Rice Abercrombie
- Mary Jackson

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. More information on the grant program can be found online at http://charlottenc.gov/nmg.

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, 2019 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.

<table>
<thead>
<tr>
<th><strong>Where We Were:</strong> Reflecting on our past, what were some of the best/worst moments?</th>
<th><strong>Where We Are:</strong> Why would or wouldn’t a person/business want to move into our community?</th>
<th><strong>Where We Want to Be:</strong> If you could make 3 wishes to make our community flourish, what would they be?</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Small Tight Knit Community</td>
<td>+ Diversity</td>
<td>Safe</td>
</tr>
<tr>
<td>+ Growing in Size</td>
<td>+ Safety, lower crime</td>
<td>Beautiful</td>
</tr>
<tr>
<td>+ More Revenue</td>
<td>+ Community Participation</td>
<td>Culturally Balanced</td>
</tr>
<tr>
<td>+ 74 Homeowners, 18 Rentals</td>
<td>+ Location</td>
<td>Cleaner/better curb appeal</td>
</tr>
<tr>
<td>+ Nice Gatherings</td>
<td>+ Lack of Development</td>
<td>Pride in Ownership</td>
</tr>
<tr>
<td>- Crime Issues</td>
<td>+ More Renters</td>
<td>Inclusion of ALL neighbors</td>
</tr>
<tr>
<td>- Disagreements</td>
<td>-</td>
<td>Understanding amongst all/community outreach</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Projects</td>
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</table>
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 an inclusive, welcoming community that values safety and the natural beauty of our neighborhood”.

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 information gathered during our discussions.
Our discussions led us to the following categories and action items being identified as important within our community:

- **Covenants**
  - Need Updating
  - Engage those who are not members of HOA( about 35 homes)

- **Maintaining neighborhood beauty**
  - Yard of the month
  - Neighborhood Clean-up (KCB)
  - Capital Projects-Street signs

- **Increasing Inclusiveness with Neighbors inside and outside the HOA**
  - Open up “wine Wednesday”
  - Use Rec Center and Culdesac space for more visual inclusion
  - Start quarterly meeting as opposed to yearly- include CMPD, local businesses, culturally diverse interests
  - Make people aware of a situation that needs attention- “Fire them up”- Define a community problem, or area problem that needs attention and impacts everyone.
  - Flyers

- **Increase/Maintain Safety**
  - See Something Say Something Campaign
  - Private Security
  - Community Watch Committee
  - Drive Throughs- monitoring by board
  - Security Cameras (already have, need to plan for future maintenance)

We collectively agreed on three categories and noted these 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.
2018 Neighborhood Board Retreat Summary

Sherbrook HOA

OUR VISION:

“Sherbrook is an inclusive, welcoming community that values safety and the natural beauty of our neighborhood.”

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

1. Maintaining Neighborhood Beauty
2. Increasing Inclusiveness
3. Increasing/Maintaining Safety

IN 2018-2019, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

- Securing NMG for new signage
- Define a community problem, get people fired up
- Involve neighbors using flyers, door to door outreach, social media. Get resources to overcome language barriers
Please list any parking lot items or additional activities beyond the initial 3 here.

Need help identifying resources to help communicate with residents with other languages

- **Contact Emily Yaffe with the City’s International Community Relations division:** eyaffe@charlottenc.gov

Need more communication with Community Code Inspectors

- **Contact the South Code Enforcement Service Area Office at (704) 432-5268**

Need to contact Keep Charlotte Beautiful

- **Contact Jonathan Hill at Jonathan.Hill@charlottenc.gov or (704) 432-4802**

Bylaws need to be updated in regards to colors, etc. Need Community Engagement specialist to assist with this:

- **Contact Charlenea Duncan at csduncan@charlottenc.gov or (704) 336-2173**

Also need to re-connect with families that opted out of the HOA. They get the benefits of membership and improvements, but they don’t participate or fund the projects.

### 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.

<table>
<thead>
<tr>
<th>Project</th>
<th>Potential Resource Categories of Interest</th>
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<tbody>
<tr>
<td>Securing NMG for new signage</td>
<td>Beautification</td>
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<tr>
<td>Define a community problem, get people fired up</td>
<td>Welcoming &amp; Engaging Neighbors</td>
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<tr>
<td>Involve neighbors using flyers, door to door outreach, social media. Get resources to overcome language barriers</td>
<td>Communication</td>
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Your community is located within Charlotte’s Northeast Service Area. Your staff contacts for following up and community assistance are:

<table>
<thead>
<tr>
<th>Charlenea Duncan, Northeast Community Engagement Liaison</th>
<th>John Short, Northeast Community Engagement Manager</th>
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<tbody>
<tr>
<td><a href="mailto:csduncan@charlottenc.gov">csduncan@charlottenc.gov</a> or 704-336-2173</td>
<td><a href="mailto:jshort@charlottenc.gov">jshort@charlottenc.gov</a> or 704-336-3862</td>
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