



CHARLOTTESM

NEIGHBORHOOD BOARD RETREAT



February 18, 2017

Silverstone HOA

Hosted by City of Charlotte Neighborhood & Business Services at

Goodwill Opportunity Campus

Silverstone HOA

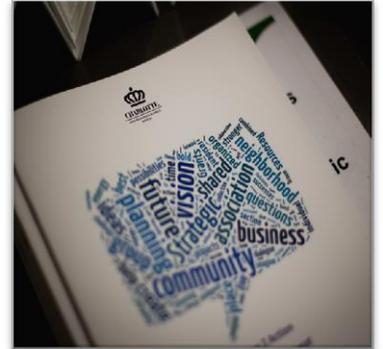
2017 Board Retreat

Background

On Saturday, February 18, 2017, the board members of the Silverstone HOA participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at the Goodwill Opportunity Campus. The following board members participated in the retreat:

Angela Collins-Lewis
Wonda Loncke

Jeff Hoover
Roosevelt Welch



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 March 1, 2018 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.

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"> • More invested owners • Maintenance was great • Less crime • Started Nextdoor to stay in touch with neighbors • Less traffic and neighborhood was less private • Entire area and neighborhood was originally called Governor's Village, which was built to support research/innovation park (Wells Fargo, IBM, Schools) • XCWAC – city within a city neighborhood 	<ul style="list-style-type: none"> • One way in/one way out neighborhood • Increase crime: car break-ins, some home invasions • Google Fiber • Good accessibility to uptown/I-85, new light rail • Good food/restaurants (Culvers/Outback) • Access to schools (4 schools in the area) • 100 people signed up for Nextdoor – helps with communication • Good starter homes • Property values increasing • 54 Express Bus route goes through neighborhood - Busiest Route in CLT • 2016 Halloween Block Party 	<ul style="list-style-type: none"> • HOA Bylaws – Grey area, unclear. Clarity needed. • Increase security/safety • Increase care of neighborhood by residents (property maintenance, pride of neighborhood, engagement with neighbors, access to resources) • Participate in National Night Out • Neighborhood Activities • Partner with Schools (especially to use their parking lots) • Spring clean-up (shred truck, cook-out, etc.)

	<ul style="list-style-type: none"> • No amenities (pool, clubhouse, playground) • Lack of care for yards/landscaping by residents • Google Fiber + ATT dug lines and left broken sidewalks and piles of dirt, hit gas lines, unclear on who to call to get this fixed. 	
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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:

Leveraging its location and accessibility, Silverstone will engage its residents and community partners to build a safe community with a high quality of life.

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:

1. Resident Involvement

- a. Social media to connect current and future residents/partners
- b. Increase HOA meeting attendance/homeowner awareness → Leverage Nextdoor: post photos; post documents like newsletter; post 1x/wk (rotate between board members); post about sending issues/problems to neighborhood email address – post 1/mo about email address; show community residents how to use Nextdoor at a quarterly neighborhood meeting.
- c. Use door tags to notify about neighborhood meetings → Issue: Dual address/out-of-town owners; people w/o Internet or not Internet savvy. Goal: reach renter and all community residents – good way for HOA members to meet neighbors. Block captains potentially as people who pass out the door tags
- d. Establish block captains
- e. New resident welcome
- f. Regular meetings
- g. Build relationships with neighbors
- h. Keep residents informed on what's happening around them
- i. Community calendar

2. Build Communication Connections

- a. Events for community to connect
 - i. Goal: reverse negative perception of HOA
 - ii. Block party and/or community yard sale (hot dogs, chips, drinks, tables in school parking lot, shred truck, clean out house and garage)
 - iii. Set up meeting with HOA to discuss how HOA can support the Board.
 - iv. School as a partner
- b. Locate resources to assist residents and neighborhoods
 - i. Identify a specific meeting location (non-limiting like school in summer)
 - ii. Conduct research to identify resources for event meeting space
- c. Meet community leaders that represent us → set up a meeting with a city council representative
- d. Attend university city partners meeting
- e. Identify contact to form strategic partnerships

3. Beautification & Lighting

- a. Neighborhood beautification
- b. Duke Energy lighting

4. Safety & Security

- a. Sip, chat and chew with Cops event → informal get together and/or invite to neighborhood meeting.
- b. Neighborhood security / security cameras on light posts in neighborhood
- c. Safety survey by CMPD – request is already in to CMPD to do survey
- d. Community policing
- e. Security connection
- f. Block captains

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.



2017 Neighborhood Board Retreat Summary

Silverstone HOA

OUR VISION:

Leveraging its location and accessibility, Silverstone will engage its residents and community partners to build a safe community with a high quality of life.

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

1

Build Community Connections

(both internal and external)

2

Build Community Connections

(both internal and external)

3

Resident Involvement

IN 2017-2018, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Host A Community Spring Cleaning Event in June 2017

Invite guests to quarterly HOA meetings, with goal of having attendance at 3 of the 4 meetings in coming year

Develop a Comprehensive Communications Strategy

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

- University City Boulevard Extension Project Completion
- Meeting with Council Rep. Phipps. *See Partnerships resources noted below*
- Coalition of Neighborhoods in the “University Corridor” (Mineral Springs Road, Neal Road; get all of the very small neighborhoods together). *See Partnerships resources noted below*
- Create a neighborhood Facebook page. *See Communications resources noted below*
- Conduct a survey of neighborhood residents to find out: what do you want to see in the community to keep you here for the next five years? *See Communications resources noted below*

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
Host a community spring cleaning event in June 2017	Beautification; Environmental & Sustainability
Invite guests to quarterly HOA meetings, with goal of having attendance at 3 of the 4 meetings in coming year	Partnerships
Develop a comprehensive communications strategy	Communications

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

Charlenea Duncan, Northeast Community Engagement Liaison	John Short, Northeast Community Engagement Manager
csduncan@charlottenc.gov or 704-336-2173	jshort@charlottenc.gov or 704-336-3862



Idea Development

Project Idea #1: Community 'Spring Cleaning' Event

- What is the purpose of this project?
 - Bring residents together, encourage resident involvement
- Are there similar projects within the community that could provide synergy, partnership potential or lessons learned?
 - The school's Spring Art Fest – potential partnership
 - Annual book sale at the school – potential partnership
- What would be a successful outcome of completing this project? How will we measure success?
 - Current participation is 1-2% of neighborhood. Goal Participation is 25-30% in this event.
 - Sign in table with food tickets to capture neighbor contact information and obtain metrics
- What are the benefits to the community?
 - Meeting neighbors
 - Increase involvement and sense of community pride
- What are your strategies, first steps and what resources do we need to make it happen? (in-kind donations, grants, partnering organizations, volunteers, technical expertise?)
 - Convene a planning committee
 - Identify activities – shred truck, ice cream truck, bouncy house
 - Contact both school principals to get agreement for parking lot usage
 - NBS grant application
 - Estimate people who may show

Project Idea #2: Speakers at Quarterly HOA Meetings

- What is the purpose of this project?
 - Identify active organizations and groups in the adjacent neighborhoods and in university city corridor
 - Identify ways to strategically partner with these organizations and support each other's initiatives
- Are there similar projects within the community that could provide synergy, partnership potential or lessons learned?
 - None known by other neighborhoods
- What would be a successful outcome of completing this project? How will we measure success?
 - Guest speaker at 3 out of the 4 quarterly meetings
- What are the benefits to the community?
 - Cohesion/cohesiveness
 - Know what community is about
 - Increase knowledge of what's going on in the area
 - Advocacy for issues important to the community
- What are your strategies, first steps and what resources do we need to make it happen? (in-kind donations, grants, partnering organizations, volunteers, technical expertise?)
 - **Schools-Principals***
 - **City Council Rep.***
 - **University City Partners***
 - YMCA

- Police officer(s)
- Merchants Association
- UNCC – continuing education/professional certifications
- Other HOAs within a 3-5 mile radius

*Bolded items indicate the top preferences for speakers

Project Idea #3: Develop a Comprehensive Communications Strategy

- What is the purpose of this project?
 - Utilize tools available and capitalize on them to increase communication and information sharing between HOA board and residents.
- Are there similar projects within the community that could provide synergy, partnership potential or lessons learned?
 - None known
- What would be a successful outcome of completing this project? How will we measure success?
 - Increase attendance at HOA meetings and neighborhood events by 25%
- What are the benefits to the community?
 - Increased attendance at meetings/events and community engagement
 - Increase awareness of what's going on the in community
 - Increase trust amongst residents
 - Keep people in the community
 - Increase engagement in the HOA board and activities
- What are you strategies, first steps and what resources do we need to make it happen? (in-kind donations, grants, partnering organizations, volunteers, technical expertise?)
 - Identify how we want to communicate
 - Website- develop content, board contact info., mission statement and strategies
 - Printed newsletter
 - Door hangers
 - Next-door
 - E-newsletter
 - Digitally and non-digitally
 - Volunteers
 - Board work session and/or retreat to identify costs
 - NBS- partner to help facilitate a work session

Action Team: Who will help us carry out our projects?

	Point Person	Action Team	Time Frame or Proposed Schedule
Project Idea #1: Community 'Spring Cleaning' Event	Angela	Wonda Jeff Roosevelt	Event planned by May Hold event in June 2017
Project Idea #2: Speakers at Quarterly HOA Meetings	Wonda	Jeff	Have guest speakers from a community organization at 3 out of the 4 HOA quarterly meetings (March, June, September, and December).
Project Idea #3: Develop a Comprehensive Communications Strategy	Wonda	Jeff (Nextdoor) Angela Roosevelt (help Nov-Feb)	Complete within 2 months. <ul style="list-style-type: none"> • Website • Door tags • Call tree for meeting reminder • Conference call/skype for board meetings • WebEx-evaluate this and other similar free services