



**CHARLOTTE**<sup>SM</sup>

# **NEIGHBORHOOD BOARD RETREAT**



**February 24, 2018**

## **Silverwood Community Association**

Hosted by City of Charlotte Housing & Neighborhood Services at

Goodwill Opportunity Campus

# Silverwood Community Association

## 2018 Board Retreat

### Background

On Saturday, February 24, 2018, the board members of the Silverwood Community Association participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at the Goodwill Opportunity Campus. The following board members and/or community members participated in the retreat:

Diana McLenmore  
Lathan Phillips  
Barbara Philips

Sharon Greer  
Susan Stryton  
Mike Olscamp



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 June 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.

<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?
<p>Positive</p> <ul style="list-style-type: none"> <li>• Had a board committee for beautification</li> <li>• Did cleanups and block parties</li> <li>• More kids</li> <li>• More neighborhood involvement</li> </ul> <p>Challenges</p> <ul style="list-style-type: none"> <li>• Some drug activity</li> </ul>	<p>Positive</p> <ul style="list-style-type: none"> <li>• No HOA</li> <li>• Small community</li> <li>• Quiet</li> <li>• Diverse</li> </ul> <p>Challenges</p> <ul style="list-style-type: none"> <li>• Left turn from Silverwood to Plott Rd is challenging</li> <li>• Rentals, Squatters, property maintenance</li> <li>• School reputation</li> </ul>	<ul style="list-style-type: none"> <li>• Better schools</li> <li>• Neighborhood park or new entrance to Reedy Creek Park from Plaza Rd Extension at Park Road</li> <li>• Sidewalks</li> <li>• More neighborhood meeting participation</li> <li>• Enhanced neighborhood signage</li> <li>• Improved communication</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:

*We are a safe neighborhood  
who promotes unity, diversity &  
beauty*

## 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:

- **Beautification**
  - Trash pickup as needed or on designated days to keep the neighborhood clean
  - Refresh neighborhood signage
  - Clean up after pets
  - Add spring & fall flowers
- **Traffic Safety**
  - Increase safety at Silverwood/Plott Rd intersection
    - Remove or cut back bushes
  - Slow traffic down
- **Community Safety**
  - Establish neighborhood watch
  - See something/Say something campaign
  - Establish initiative for neighbors to watch house, collect mail & newspapers when away
  - Look out for each other
- **Recreational Amenities**
  - Walking trail to Reedy Creek Park
  - Idea/action item b
  - Etc.
- **Neighborhood Improvement**
  - Go door to door to communicate info to neighbors
  - Promote resident involvement
  - Create committee to help when neighbors are sick or have significant events including death or birth in family
  - Host block parties & events to engage neighbors
  - Volunteer at Hickory Grove Elementary School – “Northstar Reading Mentors”

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.



2018 Neighborhood Board Retreat Summary

*Silverwood Community Association*

**OUR VISION:**

*We are a safe neighborhood  
who promotes unity, diversity &  
beauty*

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

1

Beautification

2

Traffic Safety

3

Community Safety

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

Refresh Neighborhood  
Signage through  
application for a  
Neighborhood  
Matching Grant by  
March 1, 2018

Explore improvements  
to Silverwood/Plott Rd  
intersection by hosting  
an onsite meeting with  
CDOT by 9/2018

1) Invite CMPD to present  
at n'hood meeting by  
6/2018  
2) Introduce "see  
something/ something"  
as a regular agenda item  
by 6/2018

**BONUS GOAL:**

4

Recreational  
Amenities

Contact Park & Rec to explore parking  
opportunity and trail access to Reedy  
Creek Park at the Plott Rd/Plaza Rd Ext  
intersection by 6/2018

**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
<b>Refresh Neighborhood Signage through application for a Neighborhood Matching Grant by March 1, 2018</b>	Beautification
<b>Explore improvements to Silverwood/Plott Rd intersection by hosting an onsite meeting with CDOT by 9/2018</b>	Public Safety Contact Angela Berry with Charlotte Department of Transportation ( <a href="mailto:aberry@ci.charlotte.nc.us">aberry@ci.charlotte.nc.us</a> )
<b>Invite CMPD to present at neighborhood meeting AND introduce "see something/ something" as a regular agenda item by 6/2018</b>	Public Safety Contact CMPD's Hickory Grove division at (704) 336-3192
<b>Contact Park &amp; Rec to explore parking opportunity and trail access to Reedy Creek Park at the Plott Rd/Plaza Rd Ext intersection by 6/2018</b>	Recreation

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
<a href="mailto:csduncan@charlottenc.gov">csduncan@charlottenc.gov</a> or 704-336-2173	<a href="mailto:jshort@charlottenc.gov">jshort@charlottenc.gov</a> or 704-336-3862

