



NEIGHBORHOOD BOARD RETREAT



August 20, 2022

Spring Lake View Homeowners Association

Hosted by City of Charlotte Housing & Neighborhood Services

Spring Lake View Homeowners Association

2022 Board Retreat

Background

On Saturday, August 20, 2022, members of the **Spring Lake View Homeowners Association** participated in the Neighborhood Board Retreat hosted by the City of Charlotte at Central Piedmont Community College. The following board members and/or community members participated in the retreat:

- Enisha Hassell
- Sidney Smith

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 the quality of life in the neighborhood
- Outline a direction for the future of the neighborhood that represents the needs and desires of current and future residents
- Set clear goals and priorities for the upcoming year(s)

By participating in the retreat, the board earned up to \$1,500 toward volunteer hours required for the Neighborhood Matching Grant (NMG) to help execute one of the projects listed below.

To receive this credit, neighborhood organizations will submit a copy of the Developing Your Ideas worksheet with their NMG request. This credit will expire following the March 1, 2024, NMG application deadline.

Process

The board retreat was conducted by trained facilitators tasked to keep conversations on-task, productive, and focused on achievable objectives. The process was designed to build on the organization's current strengths, identify opportunities, and create a short-term vision for the neighborhood. The focus was:

- Analyzing neighborhood trends and conditions
- Developing strategic priorities
- Developing project ideas

The agenda for the day was as follows:

- Welcome & Overview
- Introductions
- Group Agreements
- SOAR Model (includes QoL review)
- Conducting a SOAR Analysis
- Lunch/Networking
- SMART Goals
- Developing Your Ideas
- Participant Survey
- Wrap-up/Next Steps

SOAR Analysis

The primary retreat activity was a group discussion using the SOAR analysis framework. The activity was intended to help participants reflect on:

- Their values
- The best things about the community and the people who live there
- Past successes
- Potentials and possibilities

Our discussion helped us to find commonalities in our conversations.

Strengths	Opportunities
<ul style="list-style-type: none">• Good bones• History• People who rent pay a lower cost• Great location• Close to UNCC• Close to Shopping• Great rent for renters• Location• Pool that needs to be repaired• Big club house that needs to be repaired• Built on a lake• All units have a fireplace and garden tub• Feels like it could be a country club	<ul style="list-style-type: none">• History of the community• 80% of the board has been there 20 to 30 years• Lots of renters are relatives of owners• Good starter home• Partner with renters to teach homeownership options• City of Charlotte (grants)

After identifying the organization's strengths and opportunities, participants began to brainstorm aspirations for their neighborhood. These aspirations will serve as short-term goals for the organization. This is where participants began to define priorities for their neighborhood.

Participants generated a list of aspirations and then narrowed that list down to three priorities. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

Aspirations	Results
<ul style="list-style-type: none"> • The overall development of Spring Lake View • Building community • Involvement • Homeownership increased • Turn renters into owners 	<ul style="list-style-type: none"> • Involved and active community members • A gathering space (clubhouse) • Cohesive community

Results

Three aspirations were agreed upon by the group. These aspirations will serve as the organization's strategic priorities for the next twelve months. Participants then identified a desired result for each priority that they felt would be most impactful.

Aspiration 1: Community Involvement

Desired Result: Getting people to respond; communicate; give feedback

Aspiration 2: Active Community

Desired Result: People showing up...being present and active (i.e., meetings, events, etc.)

Aspiration 3: Rehab clubhouse

Desired Result: Use space for multiple events for the community

The strategic priorities and activities are summarized on the following page.

2022 Neighborhood Board Retreat Summary

Spring Lake View Homeowners Association

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

1

Increased Community Involvement

2

Active Community

3

Rehab Clubhouse

IN THE NEXT 12 MONTHS, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR ASPIRATIONS:

Conduct a community survey by December 2022

Host two community events by June 2023, with an increase in attendance from event #1 to event #2

Reopen community clubhouse for events; Host first event by September 2023



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
<i>Community Engagement:</i> Conduct a community survey by December 2022 Lead(s): Enisha Hassell	Community Engagement Training on Demand
<i>Community Engagement:</i> Host two community events by June 2023, with an increase in attendance from event #1 to event #2. Lead(s): Enisha Hassell	Neighborhood Matching Grant
<i>Neighborhood Improvement/Community Engagement:</i> Reopen community clubhouse for events; Host first event by September 2023 Lead(s): Enisha Hassell	Neighborhood Matching Grant

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

Tiffany Johnson, Service Area Community Engagement Liaison	Kim Barnes, Service Area Community Engagement Manager
tiffany.johnson@charlottenc.gov (704-336-1258)	kim.barnes@charlottenc.gov (704-336-8408)