



NEIGHBORHOOD BOARD RETREAT



March 28, 2022

Stonington Homeowners Association

Hosted online by City of Charlotte Housing & Neighborhood Services

Stonington Homeowners Association

2022 Board Retreat

Background

On Monday, March 28, 2022, the members of the Stonington Homeowners Association participated in the virtual Neighborhood Board Retreat facilitated by the City of Charlotte. The following board members and/or community members participated in the retreat:

Scott Sayles

Tom Kiff

Sajid Rangoonwala

Judy Porter

Wanda Sloan

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
- 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, our board earned a credit of up to \$1,500 toward volunteer hours required for the Neighborhood Matching Grant (NMG) to help execute one of the projects we identified.

To receive this credit, we'll submit a copy of the Developing Your Ideas worksheet with our NMG request. This credit will expire following the June 1, 2023, 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:

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

The agenda for the day was as follows:

- Introductions
- Icebreaker
- Understanding your neighborhood - SWOT Analysis
- Developing Strategic Priorities
- Creating SMART Goals
- Idea Development – Time for participants for develop an action plan for goal achievement

SWOT Analysis

We began our day with group discussion using the SWOT Analysis framework. 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

Our discussion helped us to find commonalities in our conversations.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• Location (close to uptown, access to amenities)• Natural landscape• New construction in parts of community• “Good Bones” for older buildings• Partnering with the City for 50K project	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Debris and trash bins• Low participation in community clean up• High level of renters leading to lack of care• Lack of resources• Structural issues in older buildings• Playground not maintained• Lack of communication• High traffic in community
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Working with city for grant funds to be used for improvements• Community organization wants to donate community center• Food pantry• Working with business owners to get volunteers for projects and events• Get owners to be more responsible for community	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Pandemic• Economic factors• Renters not as interested or invested in maintaining community• Fire in one of the buildings• Traffic in and out community

Strategic Priorities

After completing the SWOT analysis, participants began to brainstorm 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. This activity led us to the following priorities/action items being identified as important within our community:

- Beautification to attract more owners
- Trash pick-up initiative
- More owners in community
- Structural improvements for older buildings
 - Fence in front
 - Roofs
 - Pavement in community
- Get quorum for roof project
- Expand community board
 - Create committees for projects
- Neighborhood clean-ups
- Improve front entrance sign
- Add flowers to improve neighborhood appearance
- Trash Compactor
- Privacy fence

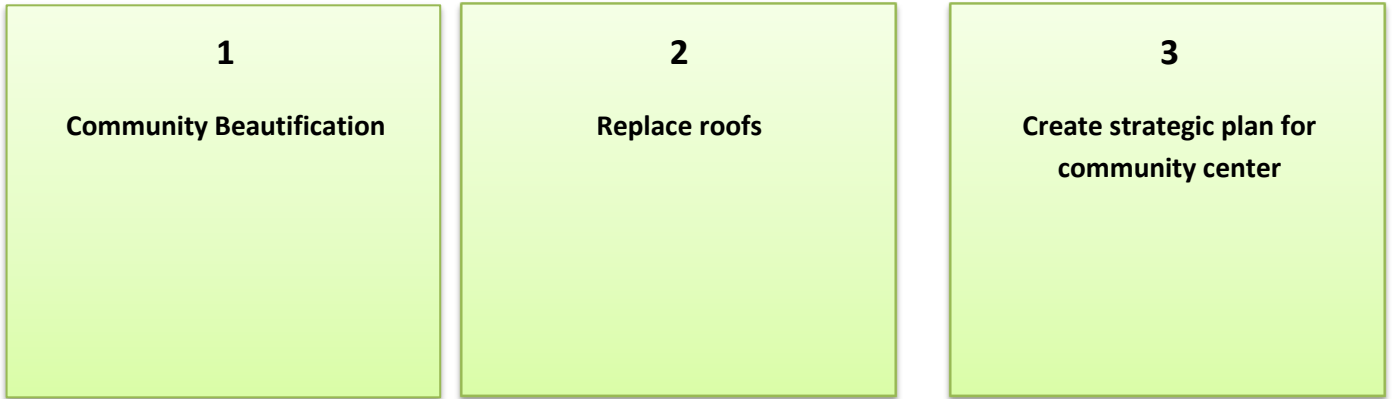
The three priorities receiving the most votes are the strategic priorities that are most important for us to begin working on to achieve our vision. Within these three categories, there were three activities selected as most impactful toward achieving our strategic priorities.

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

2022 Neighborhood Board Retreat Summary

Stonington Homeowners Association

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



IN 2022-2023, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:



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
Improve entrance for community in the next 3 months Lead(s): Judy & Tom	Beautification Neighborhood Matching Grants
Engage homeowners on the roof improvement project to reach a quorum within the next 6 months Lead(s): Janey & Judy	Neighborhood Improvement / Board Development
Evaluate the feasibility of partnering with a local nonprofit to develop a community center in the neighborhood. Develop a strategic plan within the next year. Lead(s): Scott, Wanda & Sajid	Neighborhood Improvement / Community Engagement

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

Kim Barnes, Southeast Community Engagement Manager

kim.barnes@charlottenc.gov or 704-336-8408