



NEIGHBORHOOD BOARD RETREAT



February 24, 2022

The Traditions at Withrow Downs

Hosted online by City of Charlotte Housing & Neighborhood Services

The Traditions at Withrow Downs

2022 Board Retreat

Background

On Thursday, February 24, 2022, members of The Traditions at Withrow Downs 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:

KimAnnette Smith-Frazier
LeShawn Johnson Vega
Kristin Smith

Humberto Acosta
Kiesha Sauls
Kendra Jason

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)

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"> • Positive mindset • Clean property/well kept • Quite neighborhood • Maintain the values of homes • Location 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • New board • Management company relationship • Maintenance requests are slow • Community engagement • Lack of communication/education/knowledge of processes and procedures
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Growing communication/relationships • Provide recreational facility • Offer amenities (i.e., gated community and parking lot) • Establish strong budget to provide amenities 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Size of HOA; HOA fees • No speed bumps; traffic control • Pet waste; cleanliness • Parking issues • Vandalism

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:

- Community Engagement
- Beautifications
- Upholding ordinance for parking

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

The Traditions at Withrow Downs

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



IN 2022-2023, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:



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
Establish frequency for HOA meetings and establish date for 1st HOA/introduction/informational meeting by August 2022	Community Engagement
Obtain new contract for landscaper, present to board for approval by June 2022	Beautification
Board will establish consequences for parking citation alongside management company as well as create policies by January 2023	Neighborhood Improvement

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

Charlenea Duncan, Northeast Community Engagement Manager

Charlenea.Duncan@charlottenc.gov or 704-336-2173