



August 1, 2020

Turtle Rock Owners Association

Hosted online by City of Charlotte Housing & Neighborhood Services

Turtle Rock Owners Association 2020 Board Retreat

Background

On Saturday, August 1, 2020, the residents of the Turtle Rock Owners Association participated in the Neighborhood Board Retreat facilitated by the City of Charlotte. The following board members and/or community members participated in the retreat:

- David Logsdon
- Vernetta Mitchell
- Kim Fagade
- Patricia Battle
- Rob Roberts

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 a copy of the Developing Your Ideas worksheet with our NMG request. This credit will expire following the September 1, 2021 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
- Developing Strategic Priorities
- 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 group discussion 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?

Our discussion helped us to find 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?
<p>Best</p> <ul style="list-style-type: none"> • Good Neighbors • Great Location • Low crime <p>Worst</p> <ul style="list-style-type: none"> • Less sense of community • Problem renters • Less people cared 	<p>Would</p> <ul style="list-style-type: none"> • Great location (15 minutes from everything) • Robust social committee • Community is attractive • Low crime • Diverse community <p>Would Not</p> <ul style="list-style-type: none"> • Lots of Development • Increased traffic on Harrisburg Rd 	<p>Wishes</p> <ul style="list-style-type: none"> • Traffic calming • Enhance back entrance • Stop signs • Board growth • More resources for the community • Est. neighborhood watch • Community education • More street lights

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 TURTLE ROCK... a diverse community continuing to enhance a greater quality of living.*

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. This activity led us to the following categories and action items being identified as important within our community:

- Communication
 - Newsletter
 - Message Board
 - Meetings that are open to homeowners & renters
 - Community education
- Community Improvement
 - Dog waste stations
 - Bike racks at clubhouse
 - New gate for pool area
 - Street lights
 - Traffic calming
 - Increase board members
 - Neighborhood watch
- Beautification
 - Enhance back entrance
 - Expand playground area to include a walking trail
 - Upgrade front entrance to include lighting

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

2020 Neighborhood Board Retreat Summary

Turtle Rock Owners Association

OUR VISION: *We are TURTLE ROCK... a diverse community continuing to enhance a greater quality of living.*

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

1

Community Improvement

2

Communication

3

Community Beautification

IN 2020-2021, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

By March 2021, begin a community improvement project (possible projects include: enhancement to the back entrance, bike racks for the clubhouse, message board, and pet stations).

By the end of June 2021, Turtle Rock will develop a communication plan to include a schedule for a community newsletter.

By September 2021, develop a plan and identify vendors to begin expansion of the community recreation area.

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
By March 2021, begin a community improvement project (possible projects include: enhancement to the back entrance, bike racks for the clubhouse, message board, and pet stations).	Community Improvement
By the end of June 2021, Turtle Rock will develop a communication plan to include a schedule for a community newsletter.	Communication
By September 2021, develop a plan and identify vendors to begin expansion of the community recreation area.	Beautification, Community Improvement

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

Faith Estrada, Southeast Community Engagement Liaison	Kim Barnes, Southeast Community Engagement Manager
faith.estrada@charlottenc.gov or 704-353-1879	kbarnes@charlottenc.gov or 704-336-8408