



**CHARLOTTE.**

# 2016 NEIGHBORHOOD BOARD RETREAT



## Villa Heights

Hosted by City of Charlotte Neighborhood & Business Services at Johnson C Smith University



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?
<ul style="list-style-type: none"> <li>• High Crime</li> <li>• Divestments in homes</li> <li>• Lack of community pride</li> <li>• Lack of organization</li> </ul>	<ul style="list-style-type: none"> <li>• Less crime, safer to walk</li> <li>• Sense of community pride</li> <li>• More residents and businesses involved with the community</li> <li>• Improving housing stock</li> <li>• More diverse community</li> <li>• Friendly neighbors</li> </ul>	<ul style="list-style-type: none"> <li>• More balance with diversity in culture, economics, and racially</li> <li>• More pedestrian friendly street and amenities</li> <li>• More beautification projects</li> <li>• Less Crime</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:

*The Village on the Hill rooted in culture, community & natural 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
- Crime Reduction
- Community Involvement
- Business Involvement
- Fundraising
- Sidewalks, bike lanes, safer streets

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, these are:



**Action Items for 2016-2017** The three activities selected as most impactful toward achieving our strategic priorities are activities in 2016-2017 are:



\*Communication strategy to consist of electronic communication, signage, word of mouth, flyers, etc. This is to assist with meeting and event attendance.

**2016 Neighborhood Board Retreat Summary**

*Villa Heights*

**OUR VISION:**

*The Village on the Hill rooted in culture, community & natural beauty*

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

1

Community Involvement

2

Pedestrian-Friendly

3

Business Outreach & Development

**IN 2016-2017, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:**

Organize a Community Event using a Communication Strategy\*

Install Sidewalks on Key Streets

Create Incentives for Businesses Involvement

\*Communication strategy to consist of electronic communication, signage, word of mouth, flyers, etc. This is to assist with meeting and event attendance.

**Please list any parking lot issues or items here:**

- Installation of Dog Park in Cordelia Park
- Future of Community School



**Resources to Get Started**- You've rolled up your sleeves and established your vision. The following resources may assist your organization in achieving your goals. Links and contact information are provided for information only and are subject to change.

Project	Getting Started	Resources
<p><b>Project #1</b></p> <p>Organize a Community Event using a Communication Strategy</p>	<ul style="list-style-type: none"> <li>Plan a great party for residents</li> </ul>	<p><b>Neighborhood Block Party Planning Toolkit</b>- <a href="http://bit.ly/1TSlaZI">http://bit.ly/1TSlaZI</a></p> <p><b>Temporary Street Closure Procedures and Approval</b>- Charlotte Department of Transportation (CDOT) <a href="http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx">http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx</a></p> <p><b>Noise/Sound Permit Information</b> - CMPD <a href="http://bit.ly/1OSUOdQ">http://bit.ly/1OSUOdQ</a> or call 311</p> <p><b>National Night Out</b>- Nationwide event held each August, find details and resources at <a href="http://natw.org">natw.org</a></p> <hr/> <p>Consider free social media opportunities to promote community events (Facebook, Nextdoor, Twitter, Instagram)</p> <p><b>Online survey tool:</b> <a href="http://www.surveymonkey.com">www.surveymonkey.com</a></p> <p><b>Types of neighborhood communication:</b></p> <p><a href="http://www.neighborhoodlink.com/article/Association/Effective_HOA_Communication">http://www.neighborhoodlink.com/article/Association/Effective_HOA_Communication</a></p> <p><b>Additional examples of communication:</b></p> <p><a href="http://mrsc.org/Home/Explore-Topics/Governance/Citizen-Participation-and-Engagement/Communication-and-Citizen-Participation-Techniques.aspx">http://mrsc.org/Home/Explore-Topics/Governance/Citizen-Participation-and-Engagement/Communication-and-Citizen-Participation-Techniques.aspx</a></p> <p><b>Nextdoor:</b> Create a private social network for your neighborhood: <a href="https://nextdoor.com/about_us/">https://nextdoor.com/about_us/</a></p> <p><b>Local Resources for Neighborhoods:</b> <a href="http://digitalcharlotte.org/">http://digitalcharlotte.org/</a></p> <p><b>Knight School of Communication at Queens University:</b></p> <p><a href="http://www.queens.edu/Academics-and-Schools/Schools-and-Colleges/Knight-School-of-Communication/Spotlight-Stories/How-Do-Neighborhoods-Communicate.html">http://www.queens.edu/Academics-and-Schools/Schools-and-Colleges/Knight-School-of-Communication/Spotlight-Stories/How-Do-Neighborhoods-Communicate.html</a></p>



	<ul style="list-style-type: none"> <li>• Explore funding options</li> </ul>	<p><b>Neighborhood Matching Grants (NMG) Program-</b> Charlotte’s NMG Program can provide grants to eligible neighborhood organizations for community improvement projects. To determine eligibility or learn program details please visit <a href="http://charlottenc.gov/nmg">charlottenc.gov/nmg</a> or call 704-336-3380</p> <p><b>Keep Charlotte Beautiful-</b> offers an annual beautification grant. Visit <a href="http://kcb.charmeck.org">http://kcb.charmeck.org</a> or call 704-336-3380</p>
<p><b>Project #2</b></p> <p>Install Sidewalks on Key Streets</p>	<ul style="list-style-type: none"> <li>• Learn about sidewalk installation process and request new sidewalks</li> </ul>	<p><b>Pedestrian Program,</b> Charlotte Department of Transportation (CDOT)- Research sidewalk projects, see a list of sidewalk projects, and request a new sidewalk or repair of existing sidewalk:  <a href="http://charmeck.org/city/charlotte/Transportation/PedBike/Pages/Pedestrian%20Program.aspx">http://charmeck.org/city/charlotte/Transportation/PedBike/Pages/Pedestrian%20Program.aspx</a> ,          (general site: <a href="http://charmeck.org/city/charlotte/Transportation/streetsidewalkmaintenance/Pages/Home.aspx">http://charmeck.org/city/charlotte/Transportation/streetsidewalkmaintenance/Pages/Home.aspx</a>)</p> <p><b>Neighborhood Matching Grants (NMG) Program-</b> Charlotte’s NMG Program can provide grants to eligible neighborhood organizations for community improvement projects. To determine eligibility or learn program details please visit <a href="http://charlottenc.gov/nmg">charlottenc.gov/nmg</a> or call 704-336-3380</p>
	<ul style="list-style-type: none"> <li>• Celebrate volunteers</li> </ul>	<p><b>Neighborhood Volunteer Appreciation Ideas</b> - visit <a href="http://bit.ly/1L6ok8H">http://bit.ly/1L6ok8H</a></p>
<p><b>Project #3</b></p> <p>Create Incentives for Businesses Involvement</p>	<ul style="list-style-type: none"> <li>• Learn what incentives businesses may want/need</li> </ul>	<p><a href="http://charlottebusinessresources.com">charlottebusinessresources.com</a>- Provides perspective on business needs</p> <p>Meet with Charlotte’s Business Services team to learn about how businesses can be supported. Call 704-336-3380 and ask to be connected with a member of Economic Development’s Business Services team.</p> <p>Consider the following opportunities to engage businesses: newsletter with sponsorship opportunities, a coupon book, Facebook promotion, use or Recommendations section in Nextdoor</p>
	<ul style="list-style-type: none"> <li>• Explore Free Websites</li> </ul>	<p><b>Neighborhood Link-</b> provides free, basic website design and hosting services, visit <a href="http://neighborhoodlink.com">neighborhoodlink.com</a></p>

## Parking Lot Items for Follow-Up

Installation of Dog Park in Cordelia Park	<ul style="list-style-type: none"> <li>Meet with Park and Recreation to learn about future plans for the park and offer suggestions</li> </ul>	<b>Mecklenburg County Park and Recreation-</b> <a href="http://parkandrec.com">parkandrec.com</a>
	<ul style="list-style-type: none"> <li>Seek out a Neighborhood Matching Grant to fund a portion of the park construction</li> </ul>	<b>Neighborhood Matching Grants (NMG) Program-</b> Charlotte’s NMG Program can provide grants to eligible neighborhood organizations for community improvement projects. To determine eligibility or learn program details please visit <a href="http://charlottenc.gov/nmg">charlottenc.gov/nmg</a> or call 704-336-3380
Future of Veritas Community School	<ul style="list-style-type: none"> <li>Begin dialogue with school administration about current standing and how the community can be an advocate</li> </ul>	<b>Veritas Community School-</b> 980.677.0101

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

Charlenea Duncan, Community Engagement Specialist	John Short, Community Engagement Lead
<a href="mailto:cduncan@charlottenc.gov">cduncan@charlottenc.gov</a> or 704-336-2173	<a href="mailto:jshort@charlottenc.gov">jshort@charlottenc.gov</a> or 704-336-3862