



# NEIGHBORHOOD BOARD RETREAT



**August 10, 2021**

**Westchester Community Neighborhood Watch**

Hosted online by City of Charlotte Housing & Neighborhood Services

# Westchester Community Neighborhood Watch

## 2021 Board Retreat

### Background

On Tuesday, August 10, 2021, members of the Westchester Community Neighborhood Watch participated in the virtual Neighborhood Board Retreat facilitated by the City of Charlotte online. The following board members and/or community members participated in the retreat:

- Marcia Kirkpatrick
- Lanette Williams
- Zenobia McGill
- Joseph Williams
- Pamela Riley

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 March 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:

- 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
- SWOT Analysis
- Seeing the Forest through the Trees: Developing Strategic Priorities
- 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;"><b>Strengths</b></p> <ul style="list-style-type: none"><li>• Location of the neighborhood is prime</li><li>• The Freedom Division Advisory Council acts as a great resource</li><li>• Easy access to highways, connectivity through greenways that lead to downtown</li><li>• Access to public transportation</li><li>• Development on Wabash Ave.</li><li>• Neighbors that check on one another</li><li>• There is a school nestled within the community</li></ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• Lack of activity for adults and youth</li><li>• Crime</li><li>• Speeding</li><li>• Increased traffic / congestion</li><li>• Perceived lack of police presence</li><li>• Lack of commitment from the community to make change / lack of involvement</li><li>• Allenbrook Elementary needs more security</li></ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• Continued appreciation of property values</li><li>• Neighbors come together that want the best for their community</li><li>• Creating better relationships with neighbors</li><li>• Resource center planned to come nearby</li><li>• Continued development</li><li>• Positive culture shift (arts, culture, community)</li></ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"><li>• Neighborhood fear</li><li>• Crime</li><li>• Gang activity</li><li>• Negative preconceived notions about getting involved in a neighborhood organization</li><li>• Uncertainty around COVID – 19</li><li>• Lack of vetting renters</li><li>• Economic stress</li></ul>

## Strategic Priorities

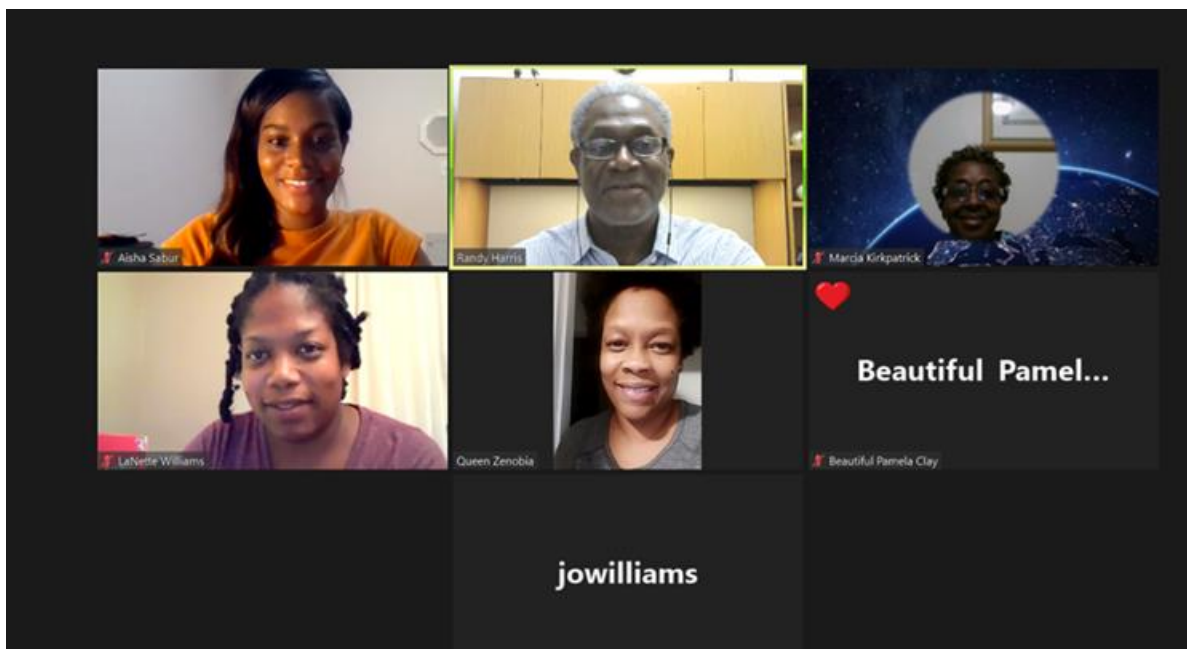
After committing to a shared vision, the board began to brainstorm on strategic priorities. This is where we began to define what is most important to us in order to achieve our vision. Strategic priorities are initiatives that will help us move closer to our vision of our community. The idea is to focus 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 priorities/action items being identified as important within our community:

- Activate the neighborhood watch
- Reduction in crime
- Community beautification
- Neighborhood watch signage
- Events for neighbors

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.



## 2021 Neighborhood Board Retreat Summary

### Westchester Community Neighborhood Watch

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



**IN 2021-2022, 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
<b>Recruit 15+ committed neighbors to participate and complete the CMPD led neighborhood watch training by September 10<sup>th</sup> 2021</b>	<b>Safety</b> - Freedom Division Community Resource Officers <a href="mailto:rgarcia@cmpd.org">rgarcia@cmpd.org</a> <a href="mailto:djohn@cmpd.org">djohn@cmpd.org</a>
<b>Continue to work with CMPD to organize the crime watch group and apply for a neighborhood matching grant to fund neighborhood watch signage by March 2022</b>	<b>Safety</b> -Freedom Division Community Resource Officers <a href="mailto:rgarcia@cmpd.org">rgarcia@cmpd.org</a> <a href="mailto:djohn@cmpd.org">djohn@cmpd.org</a>
<b>Continuously recruit volunteers to participate in a Westchester clean-up day event to conduct multiple street clean ups throughout the community on the week of November 1 - 6</b>	<b>Beautification</b> - <a href="http://KeepCharlotteBeautiful.com">Keep Charlotte Beautiful</a> <a href="mailto:kcb@charlottenc.gov">kcb@charlottenc.gov</a>

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

Aisha Sabur, Northwest Community Engagement Liaison	Randy Harris, Northwest Community Engagement Manager
<a href="mailto:aisha.abdus-sabur@charlottenc.gov">aisha.abdus-sabur@charlottenc.gov</a> or 704-770-7457	<a href="mailto:randy.harris@charlottenc.gov">randy.harris@charlottenc.gov</a> or 704-432-2433