



CHARLOTTE™

2015 NEIGHBORHOOD BOARD RETREAT



Westover Hills Neighborhood Association

Hosted by City of Charlotte Neighborhood & Business Services at CPCC Main Campus

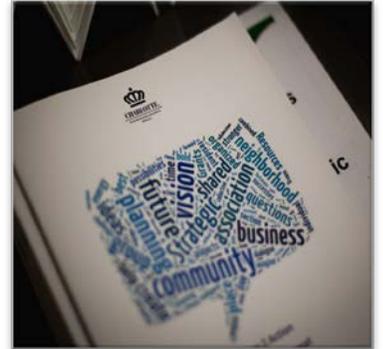
Westover Hills Neighborhood Association

2015 Board Retreat

Background

On Saturday, February 7th 2015, the board members of the Westover Hills Neighborhood participated in a board retreat facilitated by the City of Charlotte, hosted at CPCC's Main Campus. The following board members participated in the retreat:

- Frank Coley
- Saundra Evans
- Marion Alexander
- Marsha Livingston
- Carolyn Livingston
- Josephine Garrett-Coley
- Carol Holsey



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 Neighborhood Matching Grant credit to help execute one of the projects we identified.

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
- 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.

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?
<ul style="list-style-type: none"> • Safe • Quiet • Sense of Ownership • Cook Outs • View/Location • Organize Community 	<ul style="list-style-type: none"> • Large Number of Renters • Not Organized • Lack of Leadership • No Community Space • Homes Not Kept Well 	<ul style="list-style-type: none"> • Young Professionals Moving into the Neighborhood • Cleaner • Less Crime/More Police Presence • Neighborhood Pride • Community House • More Neighborhood Partners • Better Identification

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:

Westover Hills is a safe, clean, peaceful community of residents that display a sense of pride and admired by all of Charlotte.

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:

- Safety
- Clean
- Homeownership
- Community Partnerships / Organizing
- Neighborhood Identification
- Pride
- Peaceful/ Less Noise

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 2014-2015

The three activities selected as most impactful toward achieving our strategic priorities are activities in 2014-2015 are:



Additional Action Items:

Safety:

- Start Community Watch
- Re-evaluate lighting needs in neighborhood
- Start “Mushroom House” – safe haven homes
- Numbers on houses

Community Partnerships/ Organizing:

- Establish Bylaws/ 501c3
- Re-establish Partnership with Boycotts
- Connecting to organizations outside of the neighborhood
- Develop Speaker Bureau List for meetings
- Partner with organization for Home Rehabs

Neighborhood Identification:

- Sign Toppers
- Pole Street Signs
- Logo Development
- Start Nextdoor Page
- Adopt Street
- T-Shirt Development/ Hats

2015 Neighborhood Board Retreat Summary

Westover Hills Neighborhood Association

OUR VISION: Westover Hills is a safe, clean, peaceful community of residents that display a sense of pride and admired by all of Charlotte.

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

1
Safety

2
Community
Partnerships/ Organizing

3
Neighborhood
Identification

IN 2014-2015, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:

Re-establish
Partnership with
CMPD

Resident Participation

Entrance Signage

Resources to Get Started

Project	Getting Started	Resources
Project #1 Re-establish Partnership with CMPD	<ul style="list-style-type: none"> Find your neighborhood's community police officer; invite your officer to a neighborhood meeting 	<p style="text-align: center;">CMPD Response Areas: http://charmeck.org/city/charlotte/CMPD/response-areas/Pages/default.aspx</p>
	<ul style="list-style-type: none"> Request a CPTED (Community Policing Through Environmental Design) to see what kinds of safety measures your neighborhood can take to make your community safer 	<p style="text-align: center;">Request a Crime Prevention Through Environmental Design study through CMPD to find out where trouble areas may be in your neighborhood</p> <p style="text-align: center;">crimepreventionunit@cmpd.org Visit Charmeck.org and enter "CPTED" in search box</p>
	<ul style="list-style-type: none"> Start encouraging neighbors to take a proactive role in keeping their homes safe 	<p style="text-align: center;">Start a neighborhood watch: CMPD: Neighborhood Watch Program http://charmeck.org/city/charlotte/cmpd/safety/neighborhoodwatch/Pages/default.aspx</p> <p style="text-align: center;">Tips from the National Crime Prevention Council http://www.ncpc.org/topics/home-and-neighborhood-safety/neighborhood-watch</p>
Project # 2 Resident Participation	<ul style="list-style-type: none"> Host effective neighborhood meetings 	<p style="text-align: center;">Meetings tips for neighborhoods http://nacok.org/association-tools/effective-meetings/ http://www.neighborhoodlink.com/article/Association/Effective Meeting Agenda</p>
	<ul style="list-style-type: none"> Get tips for increasing neighbor participation and volunteers 	<p style="text-align: center;">Increase neighborhood participation http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/</p> <p style="text-align: center;">Increase Neighborhood Volunteers http://www.neighborhoodlink.com/article/Association/Attracting Volunteers</p>
	<ul style="list-style-type: none"> Plan fun neighborhood events to help neighbors get to know each other 	<p style="text-align: center;">Neighborhood Event Planning Toolkit http://www.sdsynod.org/wp-content/uploads/2012/05/Block-Party-Kit.pdf</p> <p style="text-align: center;">Charlotte Department of Transportation for information on street closure procedures and approval http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx</p> <p style="text-align: center;">Charlotte-Mecklenburg Police Department for sound permits http://charmeck.org/city/charlotte/CMPD/Pages/default.aspx</p> <p style="text-align: center;">Unique Neighborhood Event Ideas http://neighboradays.com/ideas/</p>

Project #3 Entrance Signage	<ul style="list-style-type: none"> • Hold a contest for best design for neighborhood sign/logo with neighborhood residents 	<p>How to Brand Your Neighborhood: http://www.communityprogress.net/tool-3--marketing-the-neighborhood-pages-278.php</p>
	<ul style="list-style-type: none"> • Apply for a neighborhood matching grant to receive funding for a neighborhood sign 	<p>Neighborhood Matching Grants Program http://www.charmeck.org/city/charlotte/nbs/communityengagement/nmg/Pages/default.aspx Atalie Zimmerman – NMG Program Coordinator azimmerman@charlottenc.gov 704-336-4594</p> <p>Home Depot provides grants to communities http://www.homedepotfoundation.org/page/grants</p>

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