



# **NEIGHBORHOOD BOARD RETREAT**



**March 31, 2022**

**Westover Hills Neighborhood Association**

**Hosted online by City of Charlotte Housing & Neighborhood Services**

# Westover Hills Neighborhood Association

## 2022 Board Retreat

### Background

On Thursday, March 31, 2022, the board members of the Westover Hills Neighborhood association 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:

Frank Coley	Marsha Livingstone
Derrick Davis	Laura Nkuepo
Chamiese Evans	Henri Nkuepo
Darius Hanton	Karen Taylor
Carol Hosey	

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)

By participating in the retreat, our board earned a credit of up to \$1,500 toward volunteer hours required for the 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 June 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:

- 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;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Close private community</li> <li>• Affordability for 1<sup>st</sup> time homeowners</li> <li>• Friendly neighbors</li> <li>• Located near South End, Revolution Park, Uptown</li> <li>• Church in neighborhood</li> <li>• Land &amp; open space</li> <li>• Diverse neighborhood</li> <li>• Learning Community- neighbors are always willing to be educated or learn new things</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of communication</li> <li>• Younger neighbors stay to themselves</li> <li>• Unorganized neighborhood association</li> <li>• Drugs/crime</li> <li>• Missed opportunity with the youth</li> <li>• Littering</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Neighborhood engagement</li> <li>• Instill community pride</li> <li>• Opportunity to connect the community online, neighborhood events, monthly or quarterly meetings</li> <li>• Learn the stories of people/residents that have been a part of the neighborhood a long while</li> <li>• Community Center</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Investors buying up property and not maintaining them</li> <li>• Increasing prices of homes</li> <li>• Negative activity at local corner store</li> <li>• I-77- possible toll that backs up to the neighborhood</li> <li>• Close restaurant results in too many people hanging out</li> <li>• Light rail could possibly be a threat and opportunity</li> </ul>

## 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:

- Neighborhood clean up
- Tree branding
- Community engagement
- Re-create the Neighborhood Committee
- Organize & strengthen the board
- Establish committees
- Host social gatherings
- Neighborhood entrance sign
- Noise blocking barriers from highway and railroad
- Establish communication tools-website, newsletter, email, and knock & talk

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**

**Westover Hills Neighborhood Association**

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

<p><b>1</b></p> <p><b>Board Development</b></p>	<p><b>2</b></p> <p><b>Community Engagement Strategy</b></p>	<p><b>3</b></p> <p><b>Neighborhood Event</b></p>
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**IN 2022-2023, WE WILL WORK ON THESE ACTIVITES GUIDED BY OUR PRIORITES:**

<p>Recruit interested residents to serve on the neighborhood association’s board by September 2022</p>	<p>Create an effective communication plan to share with residents by May 2022</p>	<p>Apply for a NMG June 1<sup>st</sup> to host a community event by September 2022</p>
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**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 interested residents to serve on the neighborhood association’s board by September 2022</b> Lead(s): NA	Board Development
<b>Create an effective communication plan to share with residents by May 2022</b> Lead(s): NA	Communication
<b>Apply for NMG June 1<sup>st</sup> to host a community event by September 2022</b> Lead(s): NA	Community Engagement <a href="#">Neighborhood Matching Grant</a>

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

Chad Martin, Southwest Community Engagement Liaison	Millicent Powell, Southwest Community Engagement Manager
<a href="mailto:Chad.martin@charlottenc.gov">Chad.martin@charlottenc.gov</a> or 704-618-4847	<a href="mailto:Millicent.powell@charlottenc.gov">Millicent.powell@charlottenc.gov</a> or 704-622-2020