



CHARLOTTE.

2016 NEIGHBORHOOD BOARD RETREAT



Windsor Park Neighborhood Association

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

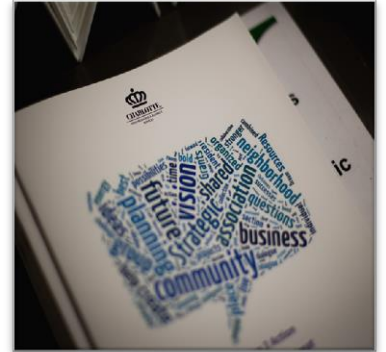
Windsor Park Neighborhood Association

2016 Board Retreat

Background

On Saturday March 19th, 2016, the board members of the Windsor Park Neighborhood Association participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at Johnson C Smith University. The following board members participated in the retreat:

- Scott Robinson
- Janet McGrant
- Hope Lifsey
- Fred Benson
- Scott Hodgdon



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 our completed Vision to Action Idea Development Plan Workbook with our NMG request. This credit will expire following the June 1, 2017 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
- 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"> • Eastland Mall was an amazing asset to our community. • We had great grocery stores, shops, clubs, and things to do in our community. • We had a swim club with a pool in the neighborhood. (This was developer driven.) • The elementary school had a strong PTA. • Neighborhood involvement- we'd bring 100 people out before. They were active and participating. • We had 80-95 percent homeownership. 	<ul style="list-style-type: none"> • Aging neighborhood. • Increasing diversity. • Affordable housing close to downtown and interstate. • Loss of business. • Image problem because Windsor Park Is located on the Eastside and the media portrays the Eastside as bad. • More children and families moving in. 	<ul style="list-style-type: none"> • Attract homeowners who want to actively participate in the neighborhood. • Neighborhood where neighbors talk to each other and communicate. • Engaged/ involved neighborhood. • Attract businesses back to the area. • Creating a better image for Windsor Park. • Building strong and positive relationships with students in the neighborhood. • Improve relations with school (Windsor Park)

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:

Established. Welcoming. Family. Windsor Park is a community with natural beauty that provides an active urban lifestyle near uptown.

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:

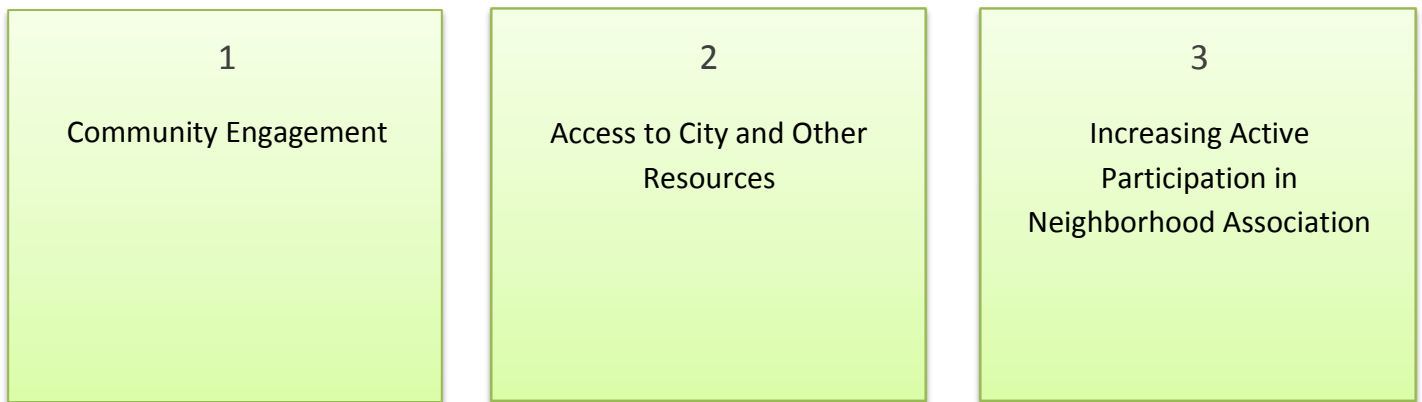
- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
 - Current action items getting you closer to our vision.
 - Possible priorities/actions items to get us closer to our vision.
- Place the sticky 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:

- Engage neighbors
- Attract businesses
- Change the image of Windsor Park
- Attract new homeowners
- Leverage diversity of neighborhood
- Community Engagement
- Access to City and other resources
- Increasing active participation in neighborhood association

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:



2016 Neighborhood Board Retreat Summary

Windsor Park Neighborhood Association

OUR VISION:

Established. Welcoming. Family. Windsor Park is a community with natural beauty that provides an active urban lifestyle near uptown.

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

1
Community Engagement

2
Access to City and other resources

3
Increasing Active Participation in Neighborhood Association

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

BBQ/Social Event
Cleanup
Adopt-A-City Street

Strategy for developing relationships with City/County resources and East-area teams
Contact lists for City/County resources
Invite resources to speak at meetings

Create a welcome brochure to share with new neighbors

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.

Please list any parking lot issues or items here:

Action items:

- Send contact list for City/County resources assigned to Gail and Wes. This was completed.
- Invite City/County resources to speak at neighborhood association meetings. This will be completed by Fall 2016.
- Develop a better relationship with Charlotte East Community Partners, City/County resources, Aldersgate. This was assigned to Fred and Scott Robinson. They will develop a strategy on how to do this and the strategy will be completed by June 30.
- Host a bbq/social event. This was assigned to Janet and will be completed by early June 2016. The goal of the bbq/social is to develop a relationship with school and neighbors.
- Host a community clean-up and Adopt-A-Street in Windsor Park. These are two separate goals and were assigned to Scott Hodgdon. The deadline established for the cleanup is June 2016. Hope and Scott will work on getting this together. The contact for this is Brian Garrett in Solid Waste Services. He can be emailed at bgarrett@charlottenc.gov.



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>Project #1</p> <p>Community Engagement</p>	<ul style="list-style-type: none"> • BBQ/Social Event • Cleanup • Adopt-A-City Street 	<p>Neighborhood Event Planning Toolkit http://www.sdsynod.org/wp-content/uploads/2012/05/Block-Party-Kit.pdf</p> <p>Charlotte Department of Transportation for information on street closure procedures and approval http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx</p> <p>Charlotte-Mecklenburg Police Department for sound permits http://charmeck.org/city/charlotte/CMPD/Pages/default.aspx</p> <p>More information on National Night Out https://natw.org/</p> <p>Wells Fargo offers grants that support projects that revitalize and stabilize communities https://www.wellsfargo.com/about/charitable/nc_guidelines</p> <p>Neighborhood Matching Grants (NMG) Program Charlotte's NMG Program can provide grants to eligible neighborhood organizations for community events. To determine eligibility or to review program details please visit charlottenc.gov/nmg or call 704-336-3380</p> <p>Keep Charlotte Beautiful (KCB) volunteers have been helping to keep Charlotte clean & beautiful since 1974. Visit http://kcb.charmeck.org or call 704-432-4802 to learn how to Adopt a City Street (ACS), participate in a Great American Clean-Up event or to learn tips and borrow supplies for your next neighborhood clean-up.</p>
<p>Project #2</p> <p>Access to City and other resources</p>	<ul style="list-style-type: none"> • Strategy for developing relationships with City/County resources and East-area teams • Contact lists for City/County resources • Invite resources to speak at meetings 	<p>Choose what topic you want to address and invite a speaker: Need a Speaker: http://charmeck.org/speakersbureau/Pages/default.aspx</p> <p>A guide to building effective neighborhood partnerships: http://www.neighborpower.org/papers/building-genuine-partnerships.pdf</p> <p>Additional online Resources for neighborhood associations: http://www.neighborhoodlink.com/article/Association</p> <p>Meet with City of Charlotte staff who serve your neighborhood: http://charmeck.org/city/charlotte/nbs/about/serviceareas/Pages/default.aspx</p> <p>Invite your City Council representative to a meeting: http://charmeck.org/city/charlotte/CityCouncil/Pages/default.aspx</p>
<p>Project #3</p> <p>Increasing Active Participation in</p>	<ul style="list-style-type: none"> • Create a welcome brochure to share with new neighbors 	<p>Mail Chimp: Free online newsletter creator: www.mailchimp.com</p> <p>Facebook: http://www.facebook.com</p> <p>Nextdoor: Create a private social network for your neighborhood: https://nextdoor.com/about_us/</p>

Neighborhood Association		<p align="center">Local Technology Resources for Neighborhoods: http://digitalcharlotte.org/ Increase neighborhood participation: http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/ Increase Neighborhood Volunteers: http://www.neighborhoodlink.com/article/Association/Attracting_Volunteers Volunteer Appreciation Ideas: http://blogs.volunteermatch.org/engagingvolunteers/2012/04/05/7-ways-to-appreciate-your-volunteers/</p>
	<ul style="list-style-type: none"> Welcome wagon (for new neighbors) 	<p align="center">Starting a neighborhood welcome committee: http://www.volunteerguide.org/hours/service-projects/welcoming-committees Knight School of Communication at Queens University: http://www.queens.edu/Academics-and-Schools/Schools-and-Colleges/Knight-School-of-Communication/Spotlight-Stories/How-Do-Neighborhoods-Communicate.html</p>

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
cduncan@charlottenc.gov or 704-336-2173	jshort@ charlottenc.gov or 704-336-3862

