

2021 NBA GOALS



<p>1. Increased NBA Interaction, Engagement, and Transparency</p> <ul style="list-style-type: none"> • Find new ways to engage neighbors and businesses as COVID impacts continue • Increase overall dues paying members (residents and businesses) • Continue to improve meeting participation • Increase volunteerism in committees and events • Better leverage emails and surveys for engagement 	<p>4. Evolve and Expand NoDa NBA Financial Planning (Multi-Year Plans)</p> <ul style="list-style-type: none"> • Identify long term goals and wish list of the neighborhood that costs money • Initiate larger financial projects
<p>2. Work with City and Developers to Achieve NoDa Vision and Mobility Goals</p> <ul style="list-style-type: none"> • Continue to engage in City Vision Planning (2040 Comprehensive Plan) and other efforts • Continue to improve pedestrian and traffic safety • Continue to advocate for affordability, green goals, public art, etc. with City and Developers through rezonings • Positive rezoning approval alignment with City 	<p>5. Continue to Expand Partnership with Neighborhoods, Community Groups, etc. to Achieve NoDa Goals</p> <ul style="list-style-type: none"> • Neighborhoods: Villa Heights, Plaza Midwood, Etc. • Community Groups: Charlotte EAST, North End Partners • Other: Sustain Charlotte, Schools, Other Non-Profits • Launch Charlotte Mill District with Belmont, Villa Heights, and Optimist Park
<p>3. Increased Brand Awareness</p> <ul style="list-style-type: none"> • Increase Social Media interaction • Expand partnerships with Community Partners (e.g., CRVA) to expand branding to Charlotte and beyond • Support awareness of NoDa Businesses 	<p>6. Support Committee Specific Goals</p>

Due to COVID uncertainty, we evaluate goals quarterly to determine if changes are needed