



MEETING NOTES June 21, 2016 – Venue: Independence Library

Board Members, Committee Members, and Advisors in attendance: Dean Brodhag, Matt Chambers, Richard Darlington, Aliza Gevirtz, Nichelle Hamilton, Kathy Hill, Mary Hopper, John Lincoln, Jack Miller, Brian Moyer, Rachel Moyer, Anna Ruth, Leslie Scott, Marc Seelinger, Mac Summers

Guests in attendance: Kim Barnes, Lana Giffin, James Scanlon

Away: Chris Cudabac, Robin Cluse Freeman, Roy Goode, Dan Hayes, Johnny Henderson, Kathryn Heinen, Ben Hutchins, Erin Lapham, Meghan Manges, Felton Martin, Akin Odulate, LaJuan Pringle, Harrison Saunders, Andrea Williams, Judi Wilson-Burkes

<p>Introductions, Organizational Procedures</p>	<ul style="list-style-type: none"> • There were eight board members in attendance, one shy of a quorum. All motions to be voted on by the whole board via email. • Approval of minutes from 5/17/16 meeting to be voted on by email. • Chair/Vice Chair agenda items <ul style="list-style-type: none"> • Application for 501(c)3 status to be submitted on July 5; we should receive approval/disapproval within one month from then. 501(c)3 status obligates us to public trust and a high level of responsibility. • We’re behind on creating and publishing our policies, but will try to adopt one or two at each monthly board meeting. Kathy emailed attendance and agenda policies for review; board will vote on them by email. Rachel Moyer passed around an attendance sheet going back to the beginning of 2016 and asked board members to verify their attendance record. • Marc Seelinger nominated by Executive Board to join the Board. Roy Goode has accepted a role as Advisor and will resign from the Board. Board to vote on these motions by email. • Treasurer’s Report <ul style="list-style-type: none"> • Since last board meeting, we have netted \$827.42 from the sale of t-shirts, which includes some monetary donations. • Roy Goode provided a donation of \$5000. • Accounts payable for NBS grant of \$3000/accounts receivable for NBS grant of \$3000. • Kim Barnes recommended that MoRA keep records of all donations (monetary and in-kind) and who has donated. She stated that keeping good records will help document support for the organization, especially when applying for grants etc. People may be more willing to give if they see that others are also giving. • Kathy Hill suggested keeping a blog post to document donations. • Dick mentioned that the Executive Board had discussed asking each board member for a contribution of \$100 a year. The Executive Board also agreed to implement a snack sign-up rotation for board meetings; first few months are as follows:
--	---

	<ul style="list-style-type: none"> ○ July 19: Dean Broadhag ○ August 16: Nichelle Hamilton ○ September 20: Marc Seelinger ○ October 18: Brian and Rachel Moyer ○ November 15: Dick Darlington
--	--

Communications Committee Report	Presented by Brian Moyer Discussion and/or action items
	<ul style="list-style-type: none"> ● Brian Moyer reported that MoRA recently launched an Instagram page. The Communications Committee is creating regular blog posts (2-3 per week) on area news and businesses, and sharing the posts on social media. Brian said that MoRA reaches about 3500-5000 people a week through Facebook, and the website receives about 1000 visitors per week. ● Consultant Josh Jacobson provided a toolkit on how to reach out to businesses. At the 6/7 grant meeting the individuals in the group were asked for commitments on outreach, writing profiles, and blog posts. <ul style="list-style-type: none"> ○ Nichelle Hamilton offered to host a watch party for the webinar at her home, located at 6001 McNair Rd, Charlotte NC 28212. ● Josh Jacobson will be conducting a webinar on 6/27 at 6:30pm to discuss managing MoRA's social media presence, how to use Hootsuite, and creating an editorial calendar. ● Aliza Gevirtz asked if there was any way to select an area (such as MoRA) on NextDoor without being automatically placed where NextDoor decides based on your address. Brian mentioned that MoRA had previously reached out to NextDoor about this, but there is currently not an option to choose what you consider to be your neighborhood. Kathy reiterated that MoRA is a collection of individuals, not neighborhoods. ● Kim Barnes stated that NextDoor was constructed so that individuals could communicate within their neighborhoods/developments, but it was not intended for a broader use. Currently only certain organizations such as the city and the police department can share information with targeted areas. ● Kathy mentioned the recent post on MoRA area businesses that were featured in <i>Charlotte Magazine's</i> Best of the Best Awards. Kim suggested that when MoRA posts about businesses, we should let the manager know we are promoting their business and to use the occasion to build a relationship and let them know about our reach. ● Leslie held a "guerrilla marketing" meeting with Kathy, Brian, and Matt Chambers.

Neighborhood Outreach Committee Report	Presented by Anna Ruth Discussion and/or action items
	<ul style="list-style-type: none"> ● Anna Ruth shared that Aliza secured a table for MoRA at the Sardis Marketplace grand opening, where we sold some t-shirts and captured some email addresses. ● Anna and Meghan Manges baked cookies and took them to area schools on days of EOG testing and final exams. They put them in the teacher's lounge with a note from MoRA thanking the teachers for all they do. This served as initial contact with some schools. ● There is a Google doc with a list of neighborhood businesses, 31 of which MoRA has made contact with. ● Kim and Aliza will be taking a tour of the area. ● Kathy, Kim, and Mary Hopper will be looking at attracting businesses with a potential co-working space at the old Steve & Barry's or Truliant locations.

Government Committee Report	Presented by Mary Hopper on behalf of Ben Hutchins Discussion and/or action items
	<ul style="list-style-type: none"> • Mary Hopper mentioned that we need to set a date in October for our annual open house for government agencies. Last year we had 14 agencies with a presence. There will be two workshops: one on transportation, and one on land use. • Mary will be doing a public relations workshop in August. • Mary mentioned that the construction on Independence Blvd has started up again after the DOT procured a new contractor. The completion date will be pushed back to sometime in 2017. • Mary brought up the recent Charlotte Observer article on affordable housing which used a picture of the former Silver Oaks apartment complex where Meridian Place now stands. Dick Darlington drafted a letter to the editor to give MoRA's side of the story, emphasizing the need for mixed use development, reinvestment in the area, and job creation. • Dick mentioned an article by the Urban Institute on job growth in Charlotte by city council district which reported that MoRA's city council district had some of the lowest job growth. The group brought up the new centralized Hendrick facility and reinvestment in Hendrick dealerships on Independence. • Dick highlighted how MoRA has supported the growth of the Community Culinary School of Charlotte and how MoRA can provide support to local businesses.

Arts, Culture & Education Committee Report	Presented by Kathy Hill on behalf of John Lincoln Discussion and/or action items
	<ul style="list-style-type: none"> • Kathy stated that MoRA will soon be forming a committee for the annual tree lighting event in December. We will be soliciting help from the community, and anyone from MoRA who would like to participate should let John Lincoln or Kathy know. • September 15th is the tentative date for the annual Town Hall Meeting, held at East Mecklenburg High School. MoRA will make a presentation about what we have been doing the past year, and each committee will be asked to report out. Around 150 people attended last year, and Kathy expects roughly the same turn-out this year. Tables will be available for community businesses and services. • The next steps for Foodie Court will be to advertise for an exploratory committee to review, revise and <u>possibly</u> pursue a Foodie Court endeavor. Members of the community will be invited to participate on the committee.

Announcements	
	<ul style="list-style-type: none"> • Aliza Gevirtz brought up the City of Charlotte's Neighborhood and Businesses Retreat, to be held July 16th. • Kim Barnes said that neighborhoods boards will have the opportunity to work with facilitators to assess community strengths and enhancement opportunities as well as develop strategic priorities and action plans. Organizations that attend may be eligible for a \$1500 Neighborhood Matching Grant. Between five and 15 people may attend per group, and there are only 17 slots (must apply to be considered). At the end of the session, the facilitators will put together a booklet summarizing the session. The retreat is held twice a year. • Kathy suggested that perhaps a specific MoRA committee could attend.

	<ul style="list-style-type: none"> • Kim Barnes announced that the Neighborhood Exchange & Leadership Awards will be held on October 1 at the Charlotte Convention Center. The event will be an opportunity for neighborhoods to exchange information, meet the leaders of other neighborhood organizations, and attend workshops.
--	---

New business	Discussion and/or action items
	<ul style="list-style-type: none"> • Leslie Scott has met with Roy Goode of Meridian Place to discuss “Art at the Point” on the corner of Monroe Rd and Conference Dr. Roy has given the go-ahead to proceed with the project at that location. • Leslie described the project as a sculpture with a community gathering space and paths for people to interact organically. The concept for the sculpture is a gateway arch that intersects with a circle. The community will create a mosaic to adorn the sculpture. Leslie envisions using mirror-polished steel for the structure, which invites people to touch and interact with the piece. • Leslie proposes for the community to collaborate by creating ceramic tile pieces and putting them together in a design. This could reinforce a sense of belonging and interaction within the community. • MoRA will need to raise money to fund the project. Leslie is willing to help write grants (including through Neighborhood & Business Services) and find other grants or sponsorships. • Leslie will be in contact with Roy to finalize structural engineering, placement, and timing. • The visual representation will be unveiled at the Town Hall Meeting in September; this will also be an opportunity to recruit members of the community to help create the mosaic. MoRA and the community will come together for creative brainstorming to determine the design. • Leslie envisions having workshops starting in January to make ceramics and finalize the mosaic. • Kim Barnes stated that the arts grant through Neighborhood & Business Services is around \$20-\$25K. Kathy mentioned MoRA will need to fundraise in addition to the potential grant. • Dick Darlington moved to approve the motion to go ahead with the Art at the Point project, and Mac Summers seconded. The board will vote by email due to the lack of a quorum.

Motions approved via email	
	<p>The following motions were approved via email on June 22-23, 2016:</p> <ol style="list-style-type: none"> 1) Motion to approve the attached minutes of the May 17, 2016 board meeting as written. 2) Motion to approve the attached Agenda Policy as drafted. 3) Motion to approve the attached Attendance Policy as drafted. 4) Motion to admit Marc Seelinger onto MoRA's Board of Directors, and to approve the resignation of Roy Goode as a Board member. 5) Motion to adopt the Art Sculpture project proposed by Leslie Scott and to promote the project as an opportunity for community engagement, including seeking funding for the community engagement portion of the project.

Next meeting(s)	
	<ul style="list-style-type: none">• Tuesday, July 19 at Independence Library

Minutes by: Rachel Moyer