



MEETING MINUTES

APRIL 19, 2016 – Venue: Nichelle Hamilton's home

Board Members, Committee Members, and Advisors in attendance: Dean Brodhag, Richard Darlington, Robin Cluse Freeman, Roy Goode, Nichelle Hamilton, Kathy Hill, Mary Hopper, John Lincoln, Meghan Manges, Brian Moyer, Rachel Moyer, LaJuan Pringle, Harrison Saunders, Leslie Scott, Marc Seelinger, Judi Wilson-Burkes

Away: Lindsay Black, Matt Chambers, Chris Cudabac, Melissa deBuhr, Dan Hayes, Johnny Henderson, Kathryn Heinen, Ben Hutchins, Erin Lapham, Akin Odulate, Anna Ruth, Mac Summers

Chair's Agenda Items

- Motion to nominate Rachel Moyer as Secretary. Moved by Kathy Hill, seconded by Nichelle Hamilton. Motion carried unopposed.
- Motion to nominate Brian Moyer as Communications Committee Chair and Board Member. Moved by Kathy Hill, seconded by Nichelle Hamilton. Motion carried unopposed.
- Chris Cudabac has a recurring conflict with board meetings and will no longer be on the board but will continue to participate as part of the Government and Community Outreach Committee.
- Kathy sent email to board about seeking the help of an accountant to certify MoRA's 501(c)3 status. Reaching out to Brian Moyer's aunt, who is an accountant, for assistance.
- Kathy Hill and Dick Darlington to sign grant for communications consultant on 4/20.
- Kathy asked for feedback regarding the outreach at the Science Festival at Independence Library on 4/11. Judi Wilson-Burkes reported that the event went well, and they reached out to approximately 50-75 people. Some already knew about MoRA, others wanted to know more, and the remaining flyers were left at the library. LaJuan Pringle mentioned that, normally, outreach requests must go through the library's main office, but special permission has been received for MoRA to go through LaJuan directly.
- Kathy requested feedback from board on whether they would be willing to pay for t-shirts to wear to MoRA events. A majority were in agreement.

Arts, Culture, & Education Committee Report

- John Lincoln provided an update on MoRA's 1st Annual Neighborhood Bash on 5/19 from 7:00pm – 10:00pm. The event will be held at the M Station clubhouse and poolside; approximately 300 attendees are expected. The goal of the event is to draw in and engage more members of the community outside of those currently involved with MoRA. Guests will sign in at the entrance (email capture to build MoRA's contact list) and will receive food and drink tickets. Food and beverage to be provided by Hawthorne's, potentially with Southern Cake Queen as a dessert station. Flat Tire Trio will be performing and cornhole will be set up. Five tables will be set up so people can learn more about MoRA; tables to include Government Relations (Mary Hopper), Art at the Point (Leslie Scott), new bike group (Jack Miller), Idlewild/Independence intersection update. The goal is to have a map of the area ready to show attendees. Board and committee members are requested to staff the event.
- John highlighted other events coming up this year: MorArf dog park event in July, town hall in September, 2nd annual tree lighting in December.
- Leslie Scott provided a debriefing following the news that MoRA's Foodie Court proposal was not selected for the Knight Cities Challenge grant. She received feedback from the Knight Foundation that Foodie Court was not

selected because it had only secured a temporary location. The plan is to revisit the proposal and reapply next year, having secured a more permanent location such as land from the city or a park.

- Leslie and John discussed “Art at the Point”, a community endeavor to create a landmark piece of art/sculpture at the corner of Conference Drive and Monroe Road.
- Leslie raised the idea of creating a separate Foodie Court committee that would help her create “Foodie Court 2.0” to incorporate the feedback received and to evolve the concept.

Communications Committee Report

- Brian Moyer discussed the goal of providing people on social media with valuable content they want to see, not just items that we want the community to see; MoRA should be a source of information for the community (e.g. the recent post regarding lane closures on Rama). Communications is focusing on engaging people through likes, comments, and shares. Mentioning area officials, schools, and businesses is proving to be engaging to social media users.
- Brian to meet with communications consultant Josh Jacobson on 4/21; subsequently the “Data Dump” and brainstorming will occur on 4/22 to develop strategy.
- Committees and board members are encouraged to develop content and send to Brian to share on social media. Brian will look into creating a template for submissions.
- MoRA newsletter to launch week of 4/25.

Neighborhood Outreach Committee Report

- Dean Brodhag mentioned that we received 22 responses out of about 120 surveys sent to area real estate agents. Data has been sent to consultant Josh Jacobson.
- Anna Ruth has volunteered to co-chair the Neighborhood Outreach Committee.
- Neighborhood Outreach Committee to meet on 4/20 to discuss making contact with area businesses, giving them MoRA flyers, and obtaining contact info from these businesses.
- MoRA to sponsor food truck rally at Rama Elementary on 5/13. Table will be set up to provide information about MoRA, as well as an invite to the 5/19 Neighborhood Bash.

Government and Community Outreach Committee Report

- Mary Hopper reported on behalf of chair Ben Hutchins, who was absent.
- CATS, along with other City and State agencies, held a community meeting on 4/6 at McClintock. CATS added this 4th meeting to make sure to get area input since a review of previous meetings showed they had a gap. CATS was pleased with turnout. Mary had thought it might do away with MoRA’s need to do an Open House like we did last October, but she thinks we might still want to produce our own, which will be the responsibility of this committee. Mary kept notes from last one so we can educate a group on set up details and can see, if we add workshops, what they should cover.
- City got late notice that there would be lane closures on Rama Rd 4/18-4/29. Many thanks to Brian, Kathy and Nichelle for getting word out and posting notice. The utility stations at the corner of Rama and Monroe must be relocated, which is the big hold up on Idlewild opening. In this case, it was work on the pumping station that necessitated the temporary Rama Rd lane closures. Mary recommends that as critical items are posted for the community, that they also be sent to the board so that board members are aware of what is happening.
- The government and community outreach committee will have an important responsibility for the communications committee’s work. While Brian and others on his team can post data, the individual committees need to generate the copy. That will be especially true when info is esoteric and when the committees will know either specific details or staff who can provide them.
- Government and Community Outreach will have a table at MoRA’s Neighborhood Bash event on 5/19 that will link to the larger Idlewild/Independence intersection project. The committee will work on the set-up with both CDOT and E&PM project managers and will, as soon as the contract has formalized, work as well with Kimley Horn consultant team. The plan is to organize as a pop-up and hopefully design a fun way to collect input and

educate attendees so people will be comfortable with the design once it goes to a November bond vote, hopefully for 2017-2018 implementation. If designed well, it has potential to add bike/pedestrian amenities, landscaping and public art. Work will extend several blocks along each of the 4 roads.

- Roy Goode mentioned he has been negotiating with the city for the right to create public art on the face of the pumping station in exchange for six feet of land to be taken by the city. MoRA will have the ability to determine what the art will look like, and the process goes through the Arts & Science Council.

Sponsorships, Partnerships, & Fundraising Committee Report

- Still no chair and no committee members for this committee.
- Kathy emphasized the need for an operating budget. She discussed a number of ways to fundraise, such as selling coupon books sponsored by local businesses, t-shirts at the 5/19 event, and memberships.
- It was suggested that we put a notice on the website to search for “development and sponsorship” committee members and chair.

New Business

- Leslie Scott suggested that we have a table at the 5/19 event where businesses can leave cards or have representatives to speak with attendees.
- Robin Cluse Freeman mentioned the April 30 “Rock the Ed” Music Fest , an East Meck Alumni fundraiser at Amos’ South End. Get your tickets here: <https://www.facebook.com/events/1692257371050674/>
- Leslie Scott suggested that a template for content ideas be added to the website.
- Dean Brodhag mentioned wanting to explore ways to share documents and communicate internally, such as through Google Drive. It was agreed we would wait for guidance from the communications consultant.
- Leslie Scott brought up the proposition to create a separate Foodie Court committee and to advertise for prospective committee members on the website. The need to expand the range of Foodie Court volunteers to the greater Charlotte area was discussed. Nichelle Hamilton suggested that we contact local culinary schools for help. Kathy Hill established a goal of getting Leslie Scott ten introductions to potential Foodie Court stakeholders.
- Kathy will be attending a meeting on 4/27 with leaders of other neighborhood associations at 7th Street Station to brainstorm about how they can make a city-wide impact. Anyone who would like to join should let Kathy know.
- Meghan Manges suggested that the upcoming Bark in the Park event at McAlpine Park might be a good place to have a MoRA outreach presence.

Treasurer’s Report

- MRCA Checking account has \$1937.52, but is committed for printing banners, etc. MoRA Checking has \$740, but \$500 is committed for sponsorship of Rama Elementary food truck rally. \$1255.10 in MoRA Savings.

Next Meeting: Tuesday, May 17, 6pm-8pm at Independence Regional Library

Minutes by: Rachel Moyer