



**BOARD MEETING MINUTES July 19, 2016 – Venue: Independence Library**

**Board Members, Committee Members, and Advisors in attendance:** Dean Brodhag, Matt Chambers, Roy Goode, Nichelle Hamilton, Kathryn Heinen, Kathy Hill, John Lincoln, Meghan Manges, Felton Martin, Brian Moyer, Rachel Moyer, LaJuan Pringle, Marc Seelinger

**Guests in attendance:** Page Lee

**Away:** Leigh Black, Crystal Chappell, Chris Cudabac, Richard Darlington, Robin Cluse Freeman, Aliza Gevirtz, Lana Giffin, Dan Hayes, Mary Hopper, Ben Hutchins, Erin Lapham, Jack Miller, Akin Odulate, Anna Ruth, Harrison Saunders, James Scanlon, Leslie Scott, Mac Summers, Judi Wilson-Burkes

<p><b>Welcome, Introductions, Organizational Procedures</b></p>	
	<ul style="list-style-type: none"> <li>• Vice-chair Nichelle Hamilton called the meeting to order at 6:00PM. With nine board members in attendance at the start of the meeting, a quorum was reached.</li> <li>• Page Lee, owner of Inner Peaks climbing gym, introduced herself to the group.</li> <li>• On motion made, seconded, and carried, the board approved the previously distributed minutes of the meeting of the board held on June 21, 2016.</li> <li>• Chair Kathy Hill announced that Monroe Road Advocates has officially received tax exempt status. Soon the group will apply for an exemption from the Charitable Solicitation License. Kathy will also be applying to register “MoRA” as a Doing Business As (DBA) name.</li> <li>• As Richard Darlington was away, the next Treasurer’s Report will be in August.</li> <li>• On motion made, seconded, and carried, the board approved the nomination of Matt Chambers to the board.</li> </ul>

<p><b>Arts, Culture &amp; Education Committee Report</b></p>	
	<ul style="list-style-type: none"> <li>• Committee Chair John Lincoln updated the board about the Arts, Culture &amp; Education Committee.</li> <li>• Aliza Gevirtz will be heading up the tree lighting committee and has recruited five volunteers so far. We are looking at holding the event on Saturday, December 3 with December 10 as a rain date. John spoke with area commercial property owner Daniel Levine about the possibility of using his property near McAlpine Creek Park to host the event; however, the committee is still exploring multiple venues.</li> <li>• Kathryn Heinen will be taking on the role of project manager for Art at the Point. The official reveal will take place at the September 15 Town Hall, with teaser information distributed through the August newsletter.</li> <li>• The Town Hall will held on September 15 at East Mecklenburg High School. The</li> </ul>

	<p>committee is working on the agenda and how to feature Art at the Point.</p> <ul style="list-style-type: none"> <li>• John shared his experience speaking about MoRA at the Neighborhood Board Retreat hosted by Neighborhood &amp; Business Services on July 16.</li> </ul>
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<b>Communications Committee Report</b>	
	<ul style="list-style-type: none"> <li>• Committee Chair Brian Moyer updated the board on MoRA’s social media presence. MoRA has about 800 newsletter subscribers, 400 Facebook followers, 83 Twitter followers, and 57 Instagram followers. Brian stated that some of MoRA’s Facebook posts are reaching up to 2,000-3,000 people. Brian will be working on implementing a social media calendar to manage content and members’ commitments to submit content. He will also be using HootSuite to share to social media more efficiently.</li> <li>• Felton Martin created a map of the MoRA area, which has been posted on MoRA’s website.</li> <li>• Nichelle Hamilton is working on writing a Wikipedia page for MoRA.</li> <li>• Brian will look into whether the two existing MoRA Facebook pages can be merged.</li> </ul>

<b>Neighborhood Outreach Committee Report</b>	
	<ul style="list-style-type: none"> <li>• Committee Co-Chair Meghan Manges reported that the committee has been continuing its business and neighborhood outreach. The committee has compiled a spreadsheet with 186 businesses. Board and committee members are encouraged to notify Meghan or Anna Ruth if they have reached out to any businesses to avoid duplication. Meghan will work with Brian on putting a business directory on MoRA’s website.</li> <li>• Meghan mentioned that there are currently six homes actively listed in the MoRA area, and the average Days on Market is 11. When a home in MoRA goes on the market, Meghan sends an email to the listing agent with information and links about the area. Meghan proposed the idea of creating a “virtual welcome kit” to welcome new residents in the future.</li> <li>• Aliza Gevirtz attended a mixer for the Charlotte Village Network, a group that supports older residents and empowers them to stay in their homes.</li> </ul>

<b>Government Committee Report</b>	
	<ul style="list-style-type: none"> <li>• Kathy Hill distributed a document written by Mary Hopper summarizing the current state of Charlotte Area Transit System’s (CATS) plans for the Silver Line transportation from Uptown to Southeast Charlotte. Currently there is no money allocated for the project, but CATS is actively exploring options and soliciting community feedback. A meeting of the Metropolitan Transit Commission (MTC) will be held on August 24 at 5:30PM and will include a report on Silver Line planning. Mary suggests that MoRA send a speaker to the MTC meeting to advocate for the continued planning on the Silver Line by CATS.</li> </ul>

<b>New business</b>	
	<ul style="list-style-type: none"> <li>• Matt Chambers suggested doing something to show support for the police department on Monroe Rd, such as sending food. Dean Broadhag offered to reach out to the police to find out what they would like to receive; Dean volunteered to lead the implementation of the project.</li> <li>• Matt Chambers reported on his recent meeting with Daniel Levine. Daniel owns</li> </ul>

	<p>developments across the city, including McAlpine Business Park and the Crest at Greylyn Apartments. Daniel also owns the property where Cars and Coffee Charlotte takes place each month. They discussed the possibility of using one of Daniel's properties for a brewery space as well as the possibility of a movie night on the McAlpine property. Daniel expressed his willingness to help MoRA.</p> <ul style="list-style-type: none"> <li>• Roy Goode provided an update on the status of construction on Hawthorne's Restaurant at Meridian Place. The restaurant is expected to open around December or soon thereafter.</li> <li>• Kathy Hill proposed advertising on social media for a Mecklenburg Park and Recreation (MPR) liaison to work with MPR to improve parks in MoRA and bring amenities such as a dog park or disc golf course. Kathy passed around a copy of the job description. The board was in support of the proposal.</li> <li>• Dean Broadhag mentioned that there is a \$500 City Walks Grant available to anyone who helps organize a neighborhood walk. The deadline to apply was July 22, 2016, but there may be future opportunities available. Link here: <a href="http://plancharlotte.org/story/grants-available-ideas-you-hatch-city-walk">http://plancharlotte.org/story/grants-available-ideas-you-hatch-city-walk</a></li> <li>• Dean also brought up Queen City Joy Ride in the Belmont neighborhood held on the third Saturday of July, August and September. Link here: <a href="https://stonehavennc.nextdoor.com/events/nc/charlotte/queen-city-joyrides-july-ride-705195">https://stonehavennc.nextdoor.com/events/nc/charlotte/queen-city-joyrides-july-ride-705195</a></li> <li>• Rachel Moyer stated that after consulting with LaJuan Pringle, the community room at Independence Library is not available on the typical 3<sup>rd</sup> Tuesday MoRA board meeting dates in September, October, and November. The board agreed to move the board meetings to the 3<sup>rd</sup> Wednesday in those months (i.e. September 21, October 19, and November 16). The next board meeting will still be held on Tuesday, August 16.</li> </ul>
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<b>Next meeting</b>	
	<ul style="list-style-type: none"> <li>• Tuesday, August 16<sup>th</sup> from 6:00PM-8:00PM at Independence Library.</li> </ul>

<b>Adjournment</b>	
	<ul style="list-style-type: none"> <li>• There being no further business, the meeting was adjourned at 7:30PM.</li> </ul>

**Minutes by:** Rachel Moyer, Secretary