



BOARD MEETING MINUTES August 16, 2016 – Venue: Independence Library

Board Members, Committee Members, and Advisors in attendance: Leigh Black, Dean Brodhag, Matt Chambers, Crystal Chappell, Aliza Gevirtz, Nichelle Hamilton, Kathy Hill, Erin Lapham, John Lincoln, Jack Miller, Brian Moyer, Rachel Moyer, LaJuan Pringle, James Scanlon, Leslie Scott, Hannah Steinfadt, Mac Summers

Away: Chris Cudabac, Richard Darlington, Robin Cluse Freeman, Lana Giffin, Roy Goode, Dan Hayes, Kathryn Heinen, Mary Hopper, Ben Hutchins, Meghan Manges, Felton Martin, Akin Odulate, Anna Ruth, Harrison Saunders, Marc Seelinger, Judi Wilson-Burkes

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| Welcome, Introductions, Organizational Procedures | |
| | <ul style="list-style-type: none"> • Chair Kathy Hill called the meeting to order at 6:00PM. With nine board members in attendance at the start of the meeting, a quorum was reached. • On motion made, seconded, and carried, the board approved the previously distributed minutes of the meeting of the board held on July 19, 2016. • Treasurer Richard Darlington was away; the Treasurer’s report is as follows: <ul style="list-style-type: none"> Checking account balance on 8/14/16 - \$1,827.32 Outstanding checks - \$1,000.00 Net balance available \$ 827.32 Savings account balance 8/14/16 - \$4,606.56 Accounts receivable - \$1,000.00 due to us from the City • Kathy announced that the date of the Town Hall has been changed to Wednesday, September 14 from 6:15PM-8:00PM at the East Mecklenburg High School auditorium. • Kathy mentioned that John Lincoln got MoRA started with GuideStar, a database of nonprofits that verifies eligibility. Rachel Moyer will be working on achieving the Guidestar levels for MoRA (e.g. bronze, silver, etc.) • Kathy brought up the need to secure board insurance and event insurance. She stated that insurance would be needed as part of the art project contract. Crystal Chappell volunteered to explore insurance options. |

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| Arts, Culture & Education Committee Report | |
| | <ul style="list-style-type: none"> • Committee Chair John Lincoln updated the board about the Arts, Culture & Education Committee. • John spoke about the Town Hall, where MoRA will be letting the community know about what we have achieved, where we are headed, and the reveal of Art at the Point. There will also be a speaker from the police department, as well as from CATS Silver Line. • Fundraising will start at the Town Hall, and there will be different levels of sponsorship |

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| | <p>available. Consultant Josh Jacobson helped craft a sample sponsorship package, which was passed around.</p> <ul style="list-style-type: none"> • Kathy mentioned the need to brainstorm within the next month businesses to approach with a specific dollar amount for sponsorship. MoRA will be trying to raise \$50,000--\$25,000 for Art at the Point and \$25,000 for future projects. Kathy stated MoRA will most likely not be pursuing the Neighborhood & Business Services grant with the September deadline but will likely pursue the one in February. • Kathy will be contacting Roy Goode and looking into how to legally ensure the continued community use of Art at the Point in light of it being located on private property. • Aliza Gevirtz, chair of the Tree Lighting committee, reported that the committee has been in contact with Daniel Levine regarding using a grassy area at McAlpine Business Park for the tree lighting this year. The event will be held on Saturday, December 3 from 5:00PM-8:00PM with Sunday, December 4 as a rain date. The committee is exploring the possibility of using a live tree, and how to pay for it. The goal is to have activities in addition to the lighting of the tree. |
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| Communications Committee Report | |
| | <ul style="list-style-type: none"> • Interim Communications Committee Chair Matt Chambers updated the board on MoRA's social media presence and news coverage. MoRA has received coverage from the Charlotte Observer, Charlotte Agenda, and Charlotte Five in the last six months. MoRA has nearly 500 Facebook followers with great reach on posted content, as well as 160 Twitter followers. Recent articles written by the committee include features on Escape Hour, Inner Peaks, and the future LIDL grocery store. • Matt and Kathy met with Nova Capital, the developer of the Quorum business park, who expressed shared goals. Nova also offered the use of meeting space to MoRA. • Aliza advocated for creating a MoRA Linked In profile and will be in contact with Kathy to get it started. • Kathy will be adding a page for 'MoRArt' to the website and will be looking into adding a paid business directory. |

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| Neighborhood Outreach Committee Report | |
| | <ul style="list-style-type: none"> • Kathy Hill reported on behalf of Neighborhood Outreach. The committee members have continued reaching out to MoRA businesses and neighborhoods. • Dean Brodhag mentioned that the committee has been involved with "Watch for Me", a pedestrian and bike safety campaign. They will be distributing cards at PTO meetings. • Dean also mentioned Open Streets, an initiative to hold community events while blocking off certain streets for pedestrians. The next event is October 23 in the Biddleville/3rd Ward/South End area. • Aliza suggested that MoRA look into getting involved with National Night Out next year. The event is held on the first Tuesday of August annually. |

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| Government Committee Report | |
| | <ul style="list-style-type: none"> • Jack Miller reported on behalf of the Government Committee. • Jack spoke about the recent Charlotte Agenda article about the future nature preserve on the site of the former Doral Apartments on Monroe Road. There is also a proposed |

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| | <p>Independence Trail bike path which would run through the nature preserve; this would be a bike- and pedestrian-only corridor created by the Charlotte Department of Transportation. Additional information is available on the CharMeck website: http://charmack.org/city/charlotte/charlottefuture/CIP/Pages/SidewalkandBikeway.aspx</p> <ul style="list-style-type: none"> • Jack has applied through Queen City Joyrides to set up a ride in the Stonehaven/East Forest area. The ride would be 5 miles or less at a social pace and family-friendly. Queen City Joyrides assists with providing bikes for those without, furnishing marketing materials, funding snacks and drinks, and training Ride Leaders. • Jack spoke about Freewheeling Fridays, a group that had been meeting for breakfast on Friday mornings at Common Market, then bicycling into Uptown. He suggested getting the word out to MoRA residents and possibly having a pre-meet-up in MoRA before heading to Plaza Midwood. |
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| New business | |
| | <ul style="list-style-type: none"> • John Lincoln will be speaking at the Metropolitan Transit Commission meeting on August 24th to represent MoRA's interests in the exploration of the Silver Line. Mary Hopper will be providing the speech. The meeting will be at 5:30PM at the Government Center, Room 267. Update: this will not take place in August, but is anticipated in September. • Leslie Scott asked for input on whether MoRA decals to be placed in windows and on cars should be printed in color or in white. The majority of the group agreed that the decals should be in color to match the MoRA logo. • Leslie spoke about the importance of getting media coverage of the Town Hall; Kathy stated Burt Philips will be handling media outreach. |

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| Next meeting | |
| | <ul style="list-style-type: none"> • Wednesday, September 21st from 6:00PM-8:00PM at Independence Library. |

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| Adjournment | |
| | <ul style="list-style-type: none"> • There being no further business, the meeting was adjourned at 7:35PM. |

Minutes by: Rachel Moyer, Secretary