

### **Business Outreach, Sponsorships and Advertising Committee Report (Richard Darlington)**

- Business directory continues to be expanded and updated
- Kathy Hill has updated a PowerPoint presentation of MoRA activities since our formation. This will be used in business presentations to remind/show local businesses what this organization is doing to promote community along Monroe Road.
- Matt C. has helped Ari access our website's Google Analytics info. Ari will use this information to produce a 1-2 page "infographic" piece that summarizes our social media activities, much of which is used to promote local businesses.
- In the next 1-2 weeks we will begin going to local businesses using the above to promote MoRA and solicit financial support for our organization.

### **Government Committee Report (Jack Miller)**

The main activities of the Government Committee since the last board meeting were:

- Jack spoke at the CRTPO in opposition to the John Street widening, and has continued in communication with Renee Gardner to stay apprised of the state of play.
- MoRA and Sustain Charlotte held a walking tour along Monroe Road from McAlpine Creek park to Sardis Road North. It was surprisingly well attended, with 15-20 people showing up to participate.
- We are working to organize the Government 101/Town Hall event for Sept or October, and have reached out to Jason Lawrence with the City to coordinate a vision workshop for the area in early to mid-September. His initial response was positive.

### **Art Committee Report (Kathy Hill)**

- Tile-making workshops have finished and we estimate about 1750 tiles were made and should be fired within the next two to three weeks. Fabrication of the metal underlying structure is behind schedule, and a status update for the team and artist is scheduled for Wed, July 26. At this point, the timeline remains optimistic that there will be a fall 2017 dedication.
- Art@thePoint sign has been installed at the corner of Conference and Monroe.
- Fundraising campaign and naming campaign for the sculpture to be launched shortly (Art@thePoint is a placeholder name).
- The team planning the second mosaic project (the "indoor mosaic") is made up of the art teachers from each of the area schools, plus Lee Baumgarten, Sherrie and Kathy. The team met this week and the design proposed by teacher Kris Gorman was approved to go forward. His design is a colorful rendering of the MoRA area that has been artistically imagined. There is no timeline yet identified for this project, but the work and timeline will go forward in a way that makes sense for the teachers, the participating schools, and the budget; it will be overseen in a general way by Lee Baumgarten.

## Communications Committee Report (Matt Chambers)

- Worked with government committee on safety projects and plans to work with surrounding residents
- Setting up Kickstarter for sculpture fundraising
- Discussed changes to front of website that should be completed before the next meeting
- Talked with a few people about writing for the site but have yet to receive anything
- Plans to reach out to a few new businesses in the area about an article
- Otherwise, we are doing similar numbers on FB

