

COMMITTEE REPORTS FOR MAY 2017 BOARD MEETING

Government Committee (report by committee co-chairs Jack Miller and James Scanlon 5/16/17)

1. Gov't Committee will have a table at MoRA Bash 5/18/17 with small posters showing Selwyn Properties site plan before MoRA input and as approved, as well as summary of MoRA requests incorporated into the plan through our participation in the rezoning process. This table is meant to highlight the work MoRA does.
 - a. We invited Jensie to attend the Bash but he is unable to. James and Jack will be at the table to answer residents' questions to the best of our knowledge.
2. We are also planning to have a resident survey developed (thanks to James) and available at the Bash on a tablet using Google Forms.
3. We are still planning to send out a survey via Facebook and the MoRA website to supplement information on the neighborhood groups/leadership database we have started developing.
4. Renee Gardner has alerted us to a community meeting regarding the Downtown Matthews proposed "superstreet" widening of John Street out to I-485. Per Renee:

"The meeting is June 19 at COS Kids Library, 226 West John St, Matthews from 7-9 PM. We'll have CATs on hand to discuss ways to increase ridership from a community standpoint, I'm working on getting a bike safety awareness group present, as well as a Dilworth representative to talk about the East Boulevard Road Diet."

The consensus was that MoRA should at least attend the event to show support for this group and to learn as much as we can to engage our constituency and determine whether opposition of the superstreet is something MoRA should support.

- a. On a related note, per Matt Chambers:

"I read through neighbor comments on Nextdoor after the fatal accident on Monroe. I have two thoughts: (1) wear your seat belt, and (2) we should oppose this super street unless if the city makes safety improvements to Monroe. I don't really like the plan to begin with, but most importantly there are some sections that are dangerous enough now and certainly can't take the extra 15k cars per day they are estimating. It seems smart that they at least require some additional lights and better turn lanes/safer pedestrian access before making way for a substantial increase in vehicles.

"I want to work this into a blog post for early this week, and wanted to get some opinions before moving forward. I'd like to reach out to Sustain Charlotte too for their pedestrian access numbers."

5. The community meeting on the old Varnadore building was held last week, though none of the Government Committee could attend. It appears plans are for a co-working office space, boutique hotel, hydroponics, and retail. This is not in our geographic area but warrants monitoring.
6. No new rezoning petitions in the MoRA area have been filed since the last meeting.
7. Free Wheelin Fridays – May 5th and 12th @ new Common Market on Monroe
 - a. We have had pretty good turnout for the new location, drawing bike commuters from Oakhurst, Chantilly and MoRA (Stonehaven, Sardis Woods, Sardis Forest). We are planning to continue through the summer.
8. Next Steps:
 - a. Jack to have lunch or coffee with Jeff Brown, Colin Brown and John Carmichael at RBH to reinforce MoRA's desire to be involved early in the process for any new project along the corridor. James discussed this matter with Ed Horstkamp from ESP Associates, an area engineering firm that works with developers, and was made aware of issues with NDAs precluding advanced notice for site plans.
 - b. Continue to refine Google forms survey skills for use in May workshops for business development survey
 - c. Future ideas:
 - i. Invite Warren Cooksey w/ NCDOT to discuss Independence Blvd status and plans
 - ii. District 5 Candidate meeting
 - iii. Survey on what folks want to see at gov't Open House. Current ideas for presentation topics include: NCDOT/ Independence update, Selwyn site update (site plan and/or intersection, Varnadore presentation, etc.

Business Outreach (report by committee chair Dick Darlington for May 2017)

1. The Business Outreach team is reorganizing and setting priorities.
2. The MoRA area list of businesses has been cleaned up and reformatted. We will work to identify and contact the largest 25 to 50 out of the nearly 200 names on the list.
3. I have had two meetings with individuals who are looking at the MoRA area to establish restaurants. One would be a brewery & bottle shop; the other would be a Spanish tapas restaurant.

Communications Committee (report by committee chair Matt Chambers for May 2017)

Social media followings:

- Instagram: 280
- Twitter: 308
- Facebook: 1,334

What I've been doing:

- Discussed some tweaks to the website to streamline a few processes that share information between Facebook and the webpage, as well as improving the layout
- More articles posted on the website, making us a good news source
- Continued posts to social media, including FB Live and video from the Bash, totaling 23 posts in the last week
- FB stats from the 28 days: post reach of 18,845; 6,882 engagements (clicks/likes/comments); 68 new likes

Results:

- Pretty good

Arts, Culture & Education (report by committee chair John Lincoln for May 2017)

Mandate: Identify, design, and host events and engagement opportunities that enhance the artistic, cultural and educational experiences of the MoRA community and support the overall mission and goals of MoRA.

Key Activities for the Month:

- Art@thePoint
 - Contracted with artist Lee Baumgarten to complete the project – targeting Fall dedication
 - Community tile-making workshop at McClintock Middle School completed 5/23/17
 - To help ensure we stay on our project timeline we have decided not to have community mosaic creation workshops
- 2nd Annual Neighborhood Bash
 - Held on 5/18 with estimated 250-300 attendees
 - Good participation by board members; small # of other volunteers
 - Feedback was very positive; ample food and drink; excellent band
 - Images shared on Facebook and Instagram