



BOARD MEETING March 21, 2017 – Venue: Meridian Place Construction Office

Board Members, Committee Members, and Advisors in attendance: Dean Brodhag, Matt Chambers, Richard Darlington, Paul DiPirro, Kathy Hill, Ben Hutchins, John Lincoln, Matt Long, Sherrie McLamb, Jack Miller, Rachel Moyer, Michael Parks, LaJuan Pringle, Ari Rodriguez, Brandon Rosenthal

Away: Leigh Black, Crystal Chappell, Chris Cudabac, Robin Cluse Freeman, Nancy DeVries, Roy Goode, Erin Lapham, Meghan Manges, Felton Martin, Brian Moyer, Akin Odulate, Anna Ruth, James Scanlon, Leslie Scott, Marc Seelinger, Josh Starnes, Mac Summers, Judi Wilson-Burkes

Guests in attendance: Kim Barnes, Rex Jones, Peter Noris

<p>Welcome, Introductions, Organizational Procedures</p>	
	<ul style="list-style-type: none"> • Chair Kathy Hill called the meeting to order at 6:00PM. With 11 board members in attendance, a quorum was reached. • Rex Jones and Peter Noris introduced themselves to the group. Kim Barnes and Brandon Rosenthal reintroduced themselves. • On motion made, seconded, and carried, the board approved the previously distributed minutes of the meeting of the board held on February 21, 2017. • Rachel Moyer passed around a snack sign-up sheet for the upcoming 2017 board meetings. • Kathy reiterated that MoRA is registered as a non-profit with Amazon Smile and encouraged attendees to link their accounts so that MoRA can receive a percentage of Amazon Smile sales. • Kathy announced the following board changes, which were approved at the meeting: <ul style="list-style-type: none"> ○ Dick Darlington will be passing the Treasurer mantle to Paul DiPirro, with Matt Long acting as treasurer understudy ○ Dick has offered to chair the Business Outreach, Sponsorships, & Advertising Committee ○ Jack Miller and James Scanlon will co-chair the Government Committee • John Lincoln nominated Sherrie McLamb to the board. The motion was made, seconded, and carried. • Kathy stated she would like to find a way to acknowledge Mary Hopper’s contributions to MoRA, whether through an event or an honorarium. Sherrie McLamb suggested incorporating a token of appreciation into the art project. • Kathy provided a graphic illustrating the flow of information between committees and the community. The Government, Arts, and Business Committees will funnel information through the Communications Committee, which will share information with the community.

Government Committee Discussion	
	<ul style="list-style-type: none"> • Jack Miller reported on the rezoning process for the Selwyn Group development at Monroe and Idlewild. He stated that the Selwyn Group’s current plan meets the majority of the needs expressed by MoRA and the community, and that MoRA’s position is to support the plan. • The attendees discussed the mandate and key actions for the Government Committee in 2017. At the previous meeting, the group had approved the following mandate: “monitor, advocate for and inform community about land use and transportation/transit issues; create and upkeep list of neighborhood leaders; annual government agencies open house/workshop event”. • 2017 Government Committee actions include: <ul style="list-style-type: none"> ○ Be aware of rezonings, transit issues, bond packages, etc. that affect the MoRA area ○ Meet with government officials for advocacy/issues; invite government officials to events ○ Attend pertinent meetings and hearings ○ Relay pertinent information to MoRA constituents ○ Seek community input on key issues through surveys, community meetings, etc. and advocate for those for which there is a clear consensus ○ Organize yearly Land Use and Transportation open house/workshop ○ Create and upkeep list of neighborhood leaders, communicating with them as necessary • Kathy suggested the Government Committee could meet with CMPD and CFD quarterly • Kim Barnes suggested that MoRA maintain a “Who’s Who” list of community leaders and points of contact so that there is a transferable list • Kim also noted that her office has a self-registry of neighborhood contacts which could be useful in identifying neighborhood leaders • Jack offered to ask for neighborhood leader contacts on Next Door • Matt Long stated that MoRA needs to get more data and input from constituents and proposed that MoRA try to be present at neighborhood meetings • Brandon Rosenthal suggested that MoRA use Google Forms for surveys in order to make the data more accessible. Brandon mentioned that MoRA is getting great organic reach in search results due to traffic driven by Facebook and blog posts; MoRA is considered a news source for the area • The group agreed to remove business outreach from the Government Committee’s purview since there is now a free-standing business outreach committee. The group agreed to put neighborhood outreach under the Government Committee. Ben Hutchins suggested adding parks and recreation. • The group agreed the government open house would be the committee’s signature event. • Jack asked for anyone interested in being involved with the Government Committee to contact him.

Business Outreach Committee Discussion	
	<ul style="list-style-type: none"> • The group discussed what the priorities of the Business Outreach Committee should be. Dick mentioned making initial contacts with area businesses as well as maintaining a directory of services.

	<ul style="list-style-type: none"> • John mentioned looking for ways to engage businesses in a way that might lead to sponsorship of events. • Ari Rodriguez suggested making a list of the top five influential area businesses, and then asking those businesses who else they would recommend, with a view to making a top 25 list. Matt suggested doing a post about the top 25 businesses, which the businesses could pay to promote. • It was suggested that feedback be solicited for what constituents would like to see for the area, possibly tied into the MoRA Bash and art workshops • Brandon stated that, thus far, MoRA has been resident-facing and suggested clarifying whether MoRA is serving residents or businesses; or if it is doing both, how to differentiate the messaging
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Arts, Culture, & Education	
	<ul style="list-style-type: none"> • The following events are slated for the MoRA calendar this year: <ul style="list-style-type: none"> ○ MoRA Neighborhood Bash – May 18th ○ Art at the Point Dedication – September 9th ○ Town Hall/Government Agency Open House – October ○ Holiday Tree Lighting – December 2nd • Michael Parks will be coordinating the MoRA Neighborhood Bash and asked for volunteers to assist • Matt Chambers brought up the need for publicity of upcoming events. Kathy mentioned creating a publicity checklist/timeline. • The group agreed to table discussion about MoRA’s next projects for the next board meeting

Announcements	
	<ul style="list-style-type: none"> • Sherrie McLamb stated there is a full schedule of workshops through April 5, including four school workshops. She asked for volunteers to assist with those workshops. • Kathy mentioned that a gentleman offered to stitch together a 30-second video of the making of Art at the Point if someone is willing to film footage • Kathy stated that \$6,000 more is needed for Art at the Point fundraising. The goal is to raise \$20,000 from the community. • Brandon announced that East Mecklenburg High School will be undertaking a million-dollar multi-sport ball field construction, which will be able to be used for the Special Olympics and other events

Next meeting	
	<ul style="list-style-type: none"> • Tuesday, April 18 from 6:00PM-8:00PM at Independence Library.

Adjournment	
	<ul style="list-style-type: none"> • There being no further business, the meeting was adjourned at 8:15PM.

Minutes by: Rachel Moyer, Secretary