



BOARD MEETING April 18, 2017 – Venue: Independence Library

Board Members, Committee Members, and Advisors in attendance: Dean Brodhag, Matt Chambers, Richard Darlington, Paul DiPirro, Kathy Hill, Rex Jones, John Lincoln, Matt Long, Sherrie McLamb, Jack Miller, Rachel Moyer, Michael Parks, Burt Philips, Ari Rodriguez, James Scanlon, Marc Seelinger

Away: Leigh Black, Crystal Chappell, Chris Cudabac, Robin Cluse Freeman, Nancy DeVries, Roy Goode, Ben Hutchins, Erin Lapham, Meghan Manges, Felton Martin, Brian Moyer, Akin Odulate, LaJuan Pringle, Anna Ruth, Josh Starnes, Mac Summers, Judi Wilson-Burkes

Guests in attendance: Kim Barnes, Darrell Bonapart, Thomas Baglivo, Rachel Atkins, Lorie Arthur

Welcome, Introductions, Organizational Procedures	
	<ul style="list-style-type: none"> • Chair Kathy Hill called the meeting to order at 6:00PM. With 13 board members in attendance, a quorum was reached. • Darrell Bonapart, candidate for City Council District 5, addressed the group. He praised MoRA leadership for its accomplishments with limited government assistance. He advocated for a business association in East Charlotte. • On motion made, seconded, and carried, the board approved the previously distributed minutes of the meeting of the board held on March 21, 2017. • Paul DiPirro gave the Treasurer’s Report. MoRA’s accounts stand as follows: <ul style="list-style-type: none"> ○ Checking: \$641.71 ○ Savings: \$3611.29 ○ Art Project Savings: \$15,619.25 • Sherrie McLamb nominated Ari Rodriguez to the board. The motion was made, seconded, and carried. • Kathy stated that the discussion about the goals of the Arts, Culture, & Education Committee would be postponed until there is a more solid timeline with the art project.

Government Committee	
	<ul style="list-style-type: none"> • Jack Miller reported on the rezoning process for the Selwyn Group development at Monroe and Idlewild. The rezoning petition was approved by the city on April 17. The developer stated they would be moving forward and would keep in touch with MoRA. • Jack stated he spoke with the engineer involved in the Monroe/Idlewild intersection project about speeding up the process in light of the Selwyn project approval. • Mary Hopper will be drafting an article about MoRA’s advocacy with the Selwyn project. She will also create a blueprint/timeline of how MoRA can approach development-related advocacy in the future. • Jack met with website administrator Brandon Rosenthal about using Google Forms to

	<ul style="list-style-type: none"> • create a survey about neighborhood leaders. • Jack received some neighborhood leader contact information through a Next Door post. He also obtained some contact information through the city's list of neighborhood contacts. • Jack, James Scanlon, and Kathy will be meeting with Mary to discuss Government Committee strategy. • Jack mentioned that Bike Charlotte will be putting on the event Open Streets 704 on May 7th. There will be three miles of streets with only pedestrian and bike access on that day. The path will go from Memorial Stadium to Pecan Ave, 7th St, and Commonwealth Ave. • Jack also told the group about Freewheeling Fridays, where he and a group of people meet from 7:00-8:15am on Fridays and then bike into Uptown. He obtained a grant to pay for breakfast on May 5th and May 12th. • Jack stated he told the lawyers the Government Committee worked with on the Selwyn project that MoRA would like to be involved in any future rezoning projects. • Mary will be setting up a meeting with NCDOT to discuss the Independence transportation status. She is also looking to organize an open forum for the candidates for City Council District 5 in September. • Rezoning of the Varnadore building on Independence was brought up.
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Arts, Culture, & Education Committee	
	<ul style="list-style-type: none"> • John Lincoln spoke about the devastating loss of artist Leslie Scott. He and a number of board members attended her memorial. • The timeline for Art at the Point is now in question. Currently there are 1800 tiles fired, as well as additional tiles for filling in gaps. MoRA is still committed for two more workshops, one with McClintock Middle and one at Meridian Place. Currently there are supplies in various locations. Some plans were put to paper, and some were only known to Leslie. • John and Kathy have been gathering consulting advice to explore options for moving forward with Art at the Point. They met with the Arts & Science Council as well as local artist Lee Baumgarten. Two main options would be to solicit assistance from Clay Works or CPCC. • Kathy asked Burt Philips to assist with crafting a message about the continuation of the art project. • John spoke about an interview he did with The Charlotte Podcast (episode 70). His portion starts at 20:04. https://soundcloud.com/cltpodcast/episode-070-open-streets-704-and-mora • The Annual MoRA Neighborhood Bash will take place on Thursday, May 18th. Michael Parks is serving as coordinator. He is working on flyers, a head count, logistics, communications, crowd control, and parking. • John stated that the town hall and gov't open house will likely be combined this year. • The Annual Tree Lighting is scheduled for December 2nd and is in need of a coordinator. • Lorie Arthur told the group about her daughter Maya, who will be the sophomore class president next year at East Meck. Maya is interested in connecting East Meck with MoRA and is interested in safety issues such as creating a safer crosswalk. • Dick Darlington spoke about reaching out to the Arts & Science Council after Leslie's death and their offer to help. Lee Baumgarten will assist with information on how to attach the tiles and will be meeting with the engineering firm in Mooresville. Kathy stated MoRA is in an unimaginable position with the art project, but that we are in as good as a position as could be expected.

Communications Committee	
	<ul style="list-style-type: none"> • Matt Chambers listed the 2017 actions for the Communications Committee: <ul style="list-style-type: none"> ○ Recruit a new Communications Chair due to Matt's impending relocation ○ Continue to grow Facebook following (currently at 1300 followers) and be a resource for traffic, rezoning, and new business openings ○ Maintain MoRA's website ○ Create a website calendar in which Facebook events can be embedded. • Kathy suggested we may need more than one person to fill all the roles that Matt has taken on. The committee needs people savvy with Facebook, computers, writing, Word Press, and Twitter. Kathy asked Matt to create a job description, which can then be advertised. • Matt stated that he follows many local businesses in his Facebook feed, which is how he is so timely with sharing local stories and events. He stressed the importance of finding a picture or graphics to go along with posts. Matt emphasized the importance of being the first to post about something, as there will be much more social media engagement. Matt spoke about cross-posting between Facebook, Twitter, and Instagram.
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Announcements	
	<ul style="list-style-type: none"> • Dick shared that he met with someone who wants to bring a brewery/tap room/bottle shop to the MoRA area. • Rachel Atkins, who is new to the area, introduced herself to the group. • Thomas Baglivo introduced himself. He stated that he bought a house in the area a few months ago, and found out about MoRA through the listing agent's information packet.

Next meeting	
	<ul style="list-style-type: none"> • Tuesday, May 16 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 7:40PM.

Minutes by: Rachel Moyer, Secretary