



**2019 PLANNING MEETING NOTES January 19, 2019 – Venue: East Baptist Church**

**Board Members in attendance:** Dean Brodhag, Richard Darlington, Kathy Hill, Ben Hutchins, John Lincoln, Jack Miller, Ari Rodriguez, James Scanlon

**Guests, Advisors and Committee members in attendance:** Susan Hardin, District 5 County Commissioner, Matt Newton, District 5 City Council, Rachel Stark, Charlotte City Principal Planner, Kereshmeh Odulate, Akin Odulate, Rex Jones, Mary Hopper, Brian Norris, Jenny Briggs, Liz Milsaps Haigler, LeKisha Stevenson, Burt Philips

**Excused Absences:** Paul DiPirro, Matt Chambers, LaJuan Pringle, Sherrie McLamb

<b>Welcome, Introductions, Organizational Procedures</b>	Kathy Hill, John Lincoln
	<ul style="list-style-type: none"> <li>• Kathy Hill called the meeting to order at 1:10 pm, welcomed attendees and thanked them for their support on a Saturday afternoon.</li> <li>• John Lincoln Introduced the agenda for the meeting:             <ol style="list-style-type: none"> <li>1. Review the Strengths, Weaknesses, Opportunities and Threats (SWOT) developed at the 2018 Planning meeting</li> <li>2. Develop a revised plan and goals for 2019 <b>Note that the 2019 SWOT analysis will be distributed and discussed at the February board meeting.</b></li> </ol> </li> </ul>

<b>Government Report</b>	Jack Miller
	<ul style="list-style-type: none"> <li>• See the report below. <b>Updates in red.</b></li> <li>• We need coverage (attendance) at city and county hearings; Ben Hutchins has volunteered for this and he'll coordinate with Jack. What if we paired up with, say, the EAST organization?</li> <li>• Goal: traffic signal at Knickerbocker and Monroe.</li> <li>• Suggestion from attendees:             <ol style="list-style-type: none"> <li>1. Susan Hardin – de facto MoRA Board members from neighboring school's PTA Presidents. Also, school overcrowding will become a serious issue in the years ahead and we should be keeping tabs on that.</li> <li>2. Rachel Stark – MoRA liaison with other groups to co-sponsor meetings on "hot local topics" such as:                 <ol style="list-style-type: none"> <li>a. Vision Zero – CDOT</li> <li>b. Livable Mecklenburg</li> <li>c. Sustain Charlotte</li> </ol> </li> </ol> </li> </ul>

<b>Arts, Culture, Entertainment Report</b>	John Lincoln, Rachel Stark
	<ul style="list-style-type: none"> <li>Rachel Stark, Charlotte City Principal Planner, presented a request for a mural in the MoRA area to help celebrate the 250<sup>th</sup> celebration of the incorporation of Charlotte. The city funded project entails:             <ol style="list-style-type: none"> <li>1. Artist to be commissioned,</li> <li>2. Design review and</li> <li>3. installation in District 5. Possible location on Pumphouse at intersection of Monroe Road and Idlewild Road.</li> </ol>             A motion was presented and unanimously approved by the MoRA Board to proceed with discussion with Rachel Stark on next steps in the process.           </li> </ul>

<b>Communications Report</b>	Matt Chambers
	<ul style="list-style-type: none"> <li>See the report below</li> <li>A profile on MoRA has been submitted to the digital digest “The Biscuit”, authored by local resident Faron Franks, hopefully to be published soon.</li> <li>Two videos are being conceptually developed, one that is more geared to social media to summarize 2018 and generate excitement about what’s next; the other video more geared to the website and answering the question What is MoRA.</li> <li>Burt Philips suggested a direct mail campaign. Jenny Briggs said NextDoor does free postcards.</li> <li>Can we put a school page on our website?</li> <li>How do we capture the metrics of the success of the area?</li> <li>Ari Rodriguez doing FB Live and Brian Norris #MoRAStories</li> <li>“704” t-shirt for MoRA?</li> </ul>

<b>Business Outreach, Sponsorships, and Advertising Report</b>	Kathy Hill
	<ul style="list-style-type: none"> <li>The Holiday Festival ended up \$1500 in the black. Now working on sponsorship package for Thursdays Live.</li> </ul>

<b>Treasurer’s Report</b>	Kathy Hill
	<ul style="list-style-type: none"> <li>Positive balances in account remain unchanged</li> </ul>

<b>Next meeting and upcoming events</b>	Meeting adjourned at 5:00 pm
	<ul style="list-style-type: none"> <li>Meeting adjourned at 5:00 pm</li> <li>Next monthly Board meeting will be:             <ul style="list-style-type: none"> <li><b>DATE:</b> Tuesday, February 19, 2019</li> <li><b>TIME:</b> 6:00 pm</li> <li><b>LOCATION:</b> Independence Library</li> </ul> </li> </ul>

## MoRA Government Committee Report - 1/19/2019

### Review of 2018 goals and responsibilities: Review – Jack Miller

- I. Rezoning  
a. Continue checking and participate in rezoning meetings and negotiations **DONE**  
b. Lunches with:
  - i. Jeff Brown **NO**,
  - ii. Colin Brown **No but e-mails** and
  - iii. John Carmichael **YES**
  
- II. Safety  
a. Identify intersections/crossings for study by City of Charlotte: **Achieved, with communication with Angela Barry identifying Knickerbocker as top priority**
  - i. Manual pedestrian count for specific locations can be requested by emailing Angela Berry or Scott Curry w/ City of Charlotte
  - ii. If pedestrian count shows a need for refuge or beacon, it will be considered by the Pedestrian Crossing Committee
  - iii. Once approved could take 2 years + to fund and construct
  - iv. While gathering this data, observe bus stop usage and which stops to raise about improvements (shelter, seating)
- b. Continue to support Independence Area Bikeway and Pedestrian plan and push for expansion including short distance connections, robust signage and wayfinding, and extension to McAlpine Creek Greenway: **Achieved but status of this project is now in question**
- c. Continue exploring corridor study and implementation or complete street design for Monroe Rd. corridor: **Achieved, focus for the City is in Briar Creek to Sharon Amity currently through Streetscape project**
- d. Stay engaged in planning for Monroe/Idlewild/Rama intersection **Achieved**
- e. Explore ways to connect Stonehaven area to Meridian Place without having to travel Rama. **No progress.**
- f. Support development ordinance changes that require pedestrian infrastructure from developers if redeveloping property as of right (no rezoning required) [Scott Curry] **Achieved, ordinance passed**
- g. Seek input from others about potential additional safety initiatives. **Ongoing**
  
- III. Vision Workshop: **Continued to press for this but not sure this will ever happen**
  - a. Streetscape
  - b. Silver Line
  - c. Placemaking
  - d. Connection of Oakhurst to Matthews
  
- IV. Civic Open House: Work on ways to attract more community attendance – timing? Advertising? Content? Food and drink?
  
- V. Identify/recruit community members to become active in this committee – help with coverage for City Council meetings, community events (Greenway Summit, for example), meetings w/ developers and stakeholders. There's a lot of ground to cover and places we could be active, but not enough bodies to cover it all. **Ben Hutchins has volunteered to attend City Council and County Commission meetings.**

## **MoRA Communication Committee Report – 1/19/2019**

### **Review of 2018 – Matt Chambers**

- Communications has expanded with help from Doug and Brian helping with promoting our music events and Instagram, respectively. Ari has been great doing a few Facebook Lives.
- Facebook is up another 300 likes since last year, and we should cross into 2000 fans in 2019. Facebook numbers have been very good, with things like news of the new Starbucks reaching close to 10,000 people.
- Facebook remains a great asset for reaching the community as we continue to share and support news for good local businesses and causes.
- We've finally added more content to our webpage about local businesses. These do best when they are new businesses which is obviously not a consistent amount of traffic.
- We updated the website to be more readable.
- While Brian has been a huge help on Instagram, we could use someone to run the Twitter account. Twitter is a lot more time intensive and also requires developing a persona or voice to run it. Like most other parts of MoRA, Communications would be well served by additional volunteers.