



MEETING NOTES February 26, 2019 – Venue: Hawthorne’s Pizza

Board Members, Committee Members, and Advisors in attendance: Dean Brodhag, Matt Chambers, Richard Darlington, Paul DiPirro, Kathy Hill, Ben Hutchins, Rex Jones, Jack Miller, James Scanlon

Guests in attendance: Teresa Hutchins, Brian Norris

Excused Absences: Sherrie McLamb, John Lincoln, Ari Rodriguez

Unexcused Absences:

Welcome, Introductions, Organizational Procedures	Kathy Hill
	<ul style="list-style-type: none"> • Kathy Hill call the meeting to order at 6:15 pm • Introductions • Correction and approval of previous minutes • Board Governance – LaJuan Pringle has stepped down from the Board due to more time needed to take care of his mother. The Board thanked him for his service and look forward to his return. Paul DiPirro has volunteered to head the Board Governance committee in LaJuan’s absence. • This was the first Board meeting since the annual Board Retreat in January. Much of the discussion entailed review of the following items generated at the Board Retreat: <ol style="list-style-type: none"> 1. 2019 SWOT Analysis 2. Draft of Committee goals 2019 • Discussed possibility of \$10,000 city grant and possible uses – mural on the overpass used by the railroad (complicated!)? Signage with MoRA branding?
	<ul style="list-style-type: none"> •

Government Report	Jack Miller
	<ul style="list-style-type: none"> • Report is attached below. • Jack summarized the meeting that several board members attended with Daniel Levine

Arts, Culture, Entertainment Report	John Lincoln, Sherrie McLamb
	<ul style="list-style-type: none"> • Committee report <ol style="list-style-type: none"> 1. Update on Charlotte 250th anniversary mural to be installed at corner of

	<p>Rama/Idlewild and Monroe.</p> <ol style="list-style-type: none"> 2. Thursdays Live – planning for 2019 is beginning. Can the City promote this event on their channels? 3. Susan Harden’s offer to provide blogposts for 5 MoRA area schools. <p>2019 proposed mandates and actions</p>

Communications Report	Matt Chambers
	<ul style="list-style-type: none"> • At the Daniel Levine meeting he offered to help MoRA by offering several hours of time with his PR strategist. • Reviewed 2019 proposed mandate and actions.

Business Outreach, Sponsorships, and Advertising Report	Kathy Hill and Ari Rodriguez
	<ul style="list-style-type: none"> • Kathy is reaching out to potential sponsors for Thursdays Live.

Treasurer’s Report	Paul DiPirro
	<ul style="list-style-type: none"> • Paul gave the Treasurer’s report which was shared with the Board. MoRA’s accounts stand as follows as of 2/26/2019 • Operating Cash: \$5,620.38 • Cash-Savings: \$12,117.38 • Cash-Art Project: \$5,455.46 • Total Assets: \$23,193.22

Next meeting and upcoming events	Meeting adjourned at 8:15 pm
	<ul style="list-style-type: none"> • Tuesday, March 19, Hawthorne’s Pizza. • Board approved meeting at Hawthorne’s Pizza for the months of March, April and May

Minutes by: Dean Brodhag, Secretary

COMMITTEE MANDATES 2019

DRAFT

Communications

2019 mandate: Maintain outgoing communication to stakeholders via website, social media, blog, newsletter, or earned media.

2019 actions:

- Oversee information on, and maintenance of, the website
- Solicit blog entries from other MoRA members and committees
- Reach out to new and existing businesses for blog entries so that we are seen as a news source for residents
- Post relevant news, events, photos, and other items of interest on Facebook and Instagram, increasing engagement and followers
- MoRAbout newsletter and increasing newsletter signups
- [tbd] MoRA events for the website calendar - how/whether to include area events being done by other organizations

Arts, culture and education

2019 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.

2019 actions:

- Complete Phase 2 School Art Project
- Complete Community Mural Art Project
- Host Thursdays Live events from April through September
- Design and install Embrace plaque
- Host Holiday Festival
- Share positive news about our 5 area schools

Government

Previous 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.

Proposed 2019 mandate: Monitor, advocate for and inform community about land use and transportation/transit issues including pedestrian safety enhancements; engage with City and County leaders to raise MoRA's visibility and improve its ability to have a seat at the table on issues impacting MoRA; annual government agencies open house/workshop event

2019 actions:

- I. Rezoning:
 - a. continue monthly status in Gov't Comm reports and engage on new projects
 - b. Touch base with each of Jeff Brown, Colin Brown and John Carmichael to see if they have anything to report on new activity (being proactive)
 - c. Focus on UDO status and whether we should have additional input or communication with MoRA residents and businesses about this
 - d. Support other area organizations in their rezoning analysis and negotiations

- II. Safety
 - a. Work with Roy and City to implement traffic light at Knickerbocker
 - b. Determine status of Independence Trail project and seek to have input and community engagement on this project
 - c. Continue engagement on Monroe Road Streetscape project and begin pushing for continuation of this project beyond Sharon Amity
 - d. Stay engaged in Monroe/Idlewild/Rama intersection project
 - e. Explore ways to connect Stonehaven area to Meridian Place without having to travel Rama.
 - f. Continue seeking input from community regarding safety issues to be addressed
 - g. Provide the community periodic updates as necessary

- III. Elected official engagement
 - a. Newton
 - b. Bokhari
 - c. Ajmera
 - d. Jerrell
 - e. Harden
 - f. Possible idea of quarterly or semi-annual community meeting where each has an opportunity to update residents and there's Q&A opportunity – Common Market or Hawthornes?

- IV. Civic Open House: Work on ways to attract more community attendance – timing? Advertising? Content? Food and drink?

- V. Determine whether MoRA should take a position on affordable housing in MoRA and, if so, develop that position.
- VI. Determine MoRA's role in engagement with City regarding education issues in MoRA and create an appropriate action plan, if necessary.
- VII. Establish an information page on MoRA government projects with links to information and let the community know about this resource.
- VIII. **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. – This should be a top focus**

Business outreach, sponsorships and advertising

2019 mandate: to engage businesses in the MoRA community; to seek sponsorships and advertising opportunities to support fundraising goals

2019 actions:

- [tbd] Create and implement a system for engaging MoRA businesses
- Support funding goals through sponsorships and advertising (e.g., on website, in newsletter, and at events)
- Upkeep of business directory on “Live and Shop” page of our website

Board Governance

2019 mandate: to ensure that the MoRA board is following legal, financial, and best practices for a nonprofit organization including recruiting new board members, providing for continuing education as needed, overseeing new member orientation, and conducting self-assessments.

2019 actions:

- Update, adopt and enforce bylaws and policies as needed
- Identify gaps and/or board composition needs
- Find and recruit potential board members
- Create and implement new board member orientation procedures and information
- Keep updated with changes in nonprofit laws and practices

2019 SWOT ANALYSIS (NARRATIVE)

MoRA has a lot going for it. We have a talented board and volunteers who work toward common goals. We're good at bringing the community together. We foster and seek out creativity and diversity, and we have a caring and fun vibe. But we're also at risk of burning out board members and need to expand both our numbers and our diversity on the board; we need a recruiting strategy for both to ensure that MoRA is sustainable for the long run. Our business strategy isn't yet crystal clear, as witnessed by our half-done business plan; we would benefit from professional assistance in developing a strategic outreach plan. MoRA's finances are solid, thanks to generous donors and board members, and to good stewardship.

MoRA, the area, is growing and changing at an amazing rate, and we can be proud of our role in this growth. However, there are still many Charlotteans both inside and outside the area who have never heard of MoRA, and therefore we need to keep extending our reach and getting the MoRA name more widely known and familiar. Perhaps through a direct mail awareness campaign?

To this end, we'll continue our Thursdays Live music series in 2019, which ticks several boxes at once – fostering art (music), people having fun together, getting MoRA's name and the area more widely and positively known. We want to finally create a plaque for the Embrace sculpture in the upcoming year.

We can be more intentional about the 'education' piece of our mission by offering a board seat to a PTA member of each school. and by inviting the area schools to have a table at the event. We will also continue to share the accomplishments of our schools through our social channels. As an upcoming issue to be aware of, we're told that school overcrowding at CMS is an issue that might be coming down the road.

We could seek out collaboration with other organizations and businesses, perhaps advocating for small business grants or loans. Industrial growing of hemp was just legalized in NC, encourage related businesses to the area? We want to keep an eye on affordability in our area, and be prepared to develop a board position on the topic if need be. We also want to survey residents to ensure that we are hearing all of our community's voices directly, rather than anecdotally.

We have a good relationship with city and county administration and elected officials, but haven't consistently attended city/county meetings. Ben has volunteered to take that on, to improve these relationships and keep us better informed. However, we've been unsuccessful at getting the city to host a vision workshop for the MoRA area, though not for lack of trying. Likewise, momentum and discussions on the Independence Trail appear to have vanished. The City is hosting city-wide workshops in the month of March seeking input for the

2040 Comprehensive Plan, and our attendance and input may be one way to influence the discussion about city growth.