



May 21, 2019 – Venue: Hawthorne’s NY Pizza

**Board Members, Committee Members, and Advisors in attendance:** Matt Chambers, Rex Jones, Sherrie McLamb, John Lincoln, Jack Miller, Paul DiPirro, Ben Hutchins (quorum not present)

**Guests:** Erika Flanagan (observer), Catherine Hall (2<sup>nd</sup> meeting), Rachel Starks (presenter - City of CLT)

**Excused absences:** Richard Darlington, Ari Rodriguez, Dean Brodhag, Kathy Hill

<b>Welcome, Introductions</b>	
	<ul style="list-style-type: none"> <li>John Lincoln brought the meeting to order at 6:05 and attendees introduced themselves.</li> </ul>
<b>Approval of Minutes</b>	
	<ul style="list-style-type: none"> <li>A quorum was not present so meeting minutes will be sent via email for approval.</li> </ul>
<b>Old Business</b>	
	<ul style="list-style-type: none"> <li>Colleen Brannon discussion             <ul style="list-style-type: none"> <li>Small group of board members met with Colleen Brannon in April who provides PR work for Daniel Levine/Levine Properties. Daniel provided several hours of funding for Colleen to work with Kathy Hill regarding potential use of her PR services for MoRA. The group, along with Colleen, determined that MoRA needs to focus on strategic planning before her services would be relevant and useful. We will discuss working with a strategic planner to conduct a working session with the board to develop our strategic plan/longer term direction. The board agreed with this decision during the meeting.</li> </ul> </li> <li>Summer Intern:             <ul style="list-style-type: none"> <li>Kathy Hill has approached Kathryn Heinen (previously involved with MoRA) to execute tasks during Kathy’s time away during the summer. Kathryn has agreed. The expenditure for this work was previously approved by the board at \$800.</li> </ul> </li> </ul>

<b>Mural Project</b>	Rachel Stark – CLT Planning, Design & Development Dept
	<ul style="list-style-type: none"> <li>The project is progressing well, with an upcoming concept review session on 6/5 at Independence Library (6-7:30p) with people from the first visioning session who elected to participate as reviewers. Kathy Hill is the holder of the list of reviewers.</li> <li>A decision will need to be made by the MoRA board as soon as possible after 6/5 regarding the application method of the mural on the lower brick wall on the public works facility at the southeast corner of Idlewild and Monroe Rds. John Lincoln suggested that this vote could be held via email rather than in person.</li> <li>The 2 application options are a wrap (lower effort, 1-2 year durability, easily removed), and a painted mural (higher effort, longer timeline for public works approval, more costly, requires ongoing maintenance). The board was very positive</li> </ul>

	<p>about the example wraps that Rachel presented.</p> <ul style="list-style-type: none"> <li>• The city's budget is \$10K and will easily cover the wrap option installation, and would be very tight for the paint option, plus MoRA would need to allocate funds for ongoing maintenance for the latter. The funding timeline has been extended by the City to 12/31/2019 so we have installation timing flexibility if needed.</li> <li>• After extensive discussion, the board and guests informally agreed that the wrap option may be best.</li> <li>• Ben Hutchins wondered whether we should reach out to community members for input on the decision. Jack Miller expressed concerns about creating adequate and understandable language to describe the options to community members. The group left this question open for further discussion.</li> <li>• Rachel also promoted the Charlotte Future 2040 planning effort, and encouraged everyone to take the Vision &amp; Goals Survey online at <a href="https://publicinput.com/4503">https://publicinput.com/4503</a>. The survey closes 5/31/2019.</li> <li>• See follow up email at end of the minutes from Rachel Stark received after the meeting. She clarifies that we have the option to do the wrap option to meet our nearer term desire for art at the location, with the possibility of using a Neighborhood Business Services grant for the painting option in the future.</li> </ul>
<b>Financials</b>	Paul DiPirro
	<ul style="list-style-type: none"> <li>• Paul reported that we have \$21,293.75 in total cash, and have spent \$6759.31 vs \$6372.00 plan year-to-date (\$246 negative variance).</li> <li>• We've spent \$1065.49 more than YTD plan for music, with 5 more Thursday's Live events ahead of us. Rex mentioned that future band costs should be more in line with the May event's (\$250 range). Thursday's Live business sponsor \$ have covered a substantial portion of the music cost YTD.</li> <li>• Art Phase 2 should not incur additional expense until the fall at the earliest as the work has concluded for the summer.</li> <li>• We discussed whether the Art Phase 1 dedicated funds could possibly be used for the paint application option for the mural effort, and Paul said yes, but that we also need to be thinking about future Embrace maintenance costs.</li> </ul>
<b>Business Outreach, Sponsorships &amp; Advertising Committee</b>	None present
	No update.
<b>Government Committee</b>	Jack Miller
	<ul style="list-style-type: none"> <li>• Report is included toward end of the minutes.</li> <li>• Jack has set up an appointment with the developer of a new apartment complex to be located on the backside of Wallace Park to discuss adding affordable housing to its mix.</li> <li>• The possible Knickerbocker stop light effort is moving forward. Ben has spoken with Will Wigg, Nathan Conard (CLT DOT) and Tony Agliaferri (NCDOT) about our desire to install a traffic light at that location near Meridian Place due to auto and pedestrian safety concerns. Follow up conversations will occur and Ben is optimistic about the likelihood this will come to pass.</li> </ul>
<b>Communications Committee</b>	Matt Chambers
	<ul style="list-style-type: none"> <li>• All looks good with our social media properties. The recent Charlotte 5 article on new area breweries that MoRA shared had the highest share rate we've seen.</li> <li>• John Lincoln will interview Mark Labuskes, owner of Famous Toastery Matthews, and the owner of Mom's Donuts for features on our Facebook feed.</li> </ul>
<b>Arts, Culture &amp;</b>	John Lincoln, Sherrie McLamb

<b>Education</b>	<ul style="list-style-type: none"> <li>• Rex Jones provided an update for the May Thursday's Live event. We estimate attendance at 400+ in total, with a high mark of 175-200. We saw many repeat attendees and new folks as well. The band was good and their music was less loud which led to more people sitting closer to the band throughout the event. The bubble maker was a big hit with children, and Mom's Donuts sold out within about 30 minutes and will come back again with more product because she also enjoyed herself.</li> <li>• Rex ordered different beer that was popular and the owners of the new brewery bought additional beer during the event. Rex has intentionally scaled back the food and beer quantities because it's not logical to provide food and drink to the end of the event. It's recommended that the bubble guy not produce bubbles near the food table as it gets on the food.</li> <li>• The band cost \$250 (very reasonable) and Ari Rodriguez is working to secure other bands closer to that price for the rest of the events.</li> <li>• John suggested that we dedicate June's event to Lee Baumgarten, and Sherrie suggested that we mention that Lee's son is continuing the art installation at MoRA Point. John also suggested that we purposefully mention the donation box at the entrance. A number of attendees asked during the last event if they could make a donation but weren't sure where to do that.</li> <li>• Rex expressed concerns that the pending brewery construction may impede our use of the area around the facility, including potential loss of use of the patio area where we currently place food and beer during the events.</li> <li>• Sherrie McLamb shared that school work on Art Phase 2 has come to a stop for the summer. Many tiles have been glazed and fired but many remain. Work should resume when the school year begins in the fall.</li> </ul>
<b>New Business</b>	None discussed
<b>Next Meeting</b>	Tuesday, June 18 <sup>th</sup> , Hawthorne's NY Pizza, 6p

**Minutes by:** John Lincoln

## MoRA Government Committee Report May 21, 2019

### [new information highlighted]

- I. Engagement with City Council/Commissioners
  - a. Will seek engagement with City and County governments MoRA related programs and initiatives, esp. those addressed by 2019 budget items.
    - i. 2019 City Budget
      1. Bike & Pedestrian
        - a. Vision Zero: \$2 million
        - b. Sidewalk and Pedestrian Safety: \$30 million
          - i. Jack had reached out to Angela Barry to get help with installing a traffic light or pedestrian beacon where Knickerbocker and Monroe intersect. After no progress, Jack and Ben have been working with Roy Goode and Matt Newton to push this.  
**ii. Ben Hutchins has been in contact with Will Wigg from Charlotte DOT to discuss how to request. Matt Newton put us in contact with Will.**
        - c. Bicycle Travel: \$4 million
      2. Neighborhood Investments
        - a. Comprehensive Neighborhood Improvement Prog: \$40 million
        - b. Placemaking: \$250,000
          - i. Mural project in progress
        - c. Neighborhood Matching Grants: \$400,000
          - i. Need to apply
        - d. TreesCharlotte: \$100,000, in addition to the programmed FY19-20 endowment support of \$500,000 for an updated total of \$600,000
        - e. Neighborhood Reinvestment Program: \$5 million
    - ii. 2019 County Budget
      1. Parks and Rec - \$41 million budget, nearby Greenways on McAlpine, Irvins and Briar Creeks funded
        - a. Working Greenways for Meck, Park and Rec Commission and Town of Matthews in promoting this.
        - b. Dave Molinaro is heading up a citizen led-effort to partner with Park and Rec to improve Mason Wallace Park
          - i. Model for developing plans for improvements to McAlpine Creek Regional Park and at 5715 Monroe Road property.
          - ii. MoRA Reps met with Dave Molinaro, Roy Goode, Alex [ ] from Meck Co. Parks and Rec and other neighborhood leaders on 4/9/19 to discuss coordination on Mason Wallace funding requests (specifically Hendrick), options for improvements, potential funding sources, and how MoRA can support the effort.
          - iii. The Mason Wallace team asked if a MoRA Rep could sit on the steering committee for the Mason Wallace project. **Need to identify a MoRA participant to fill this role.**
            1. Per Dave Molinaro: *We meet as needed; we are in regular email contact; we may tour the park to plan a cleanup event; the four current members will lead volunteer work crews during cleanup events; we have split up attending several of the recent meetings that involve promoting and organizing for the major park improvements.*
          - iv. **Next Mason Wallace work day is May 4<sup>th</sup> 1-4 pm.**
          - v. **Mason Wallace work day well attended, Dave M. indicated several folks said they came because they saw information sent out by MoRA.**
          - vi. **No meeting with Henrick set yet**
          - vii. **Still need a MoRA member to sit on steering committee if possible.**
      2. CMS – Further East Meck improvements
  - b. Engagement status with local officials
    - i. City Council (District)
      1. Engagement – Newton (5); Bokhari (6); Egleston (1); Eiselt, Ajmera (AL)

- a. Pushing for Knickerbocker intersection light with Matt Newton, as noted above.
    - 2. No engagement – Mitchell, Winston (AL)
  - ii. County Commissioners (District)
    - 1. Engagement – Jarrell (4); Harden (5)
    - 2. No engagement - Rodriguez-McDowell (6), Cotham, Fuller, Scarborough (AL); Dunlap (Chair, 3); Powell (Vice-chair, 1)
  - iii. Town of Matthews
    - 1. Met with Mayor Paul Bailey, Town Manager Hazen Blodgett, and Senior Planner Jay Camp to introduce ourselves, offer MoRA’s advocacy for Monroe Rd in Town of Matthews north of 51 and find common ground with pursuits (greenways).
      - a. Catherine Hall will be joining our board and has extensive expertise working with Matthews officials on Rezoning.
- II. Independence Trail/ Rama/Idlewild Intersection/Vision Workshop –
  - a. Real estate acquisition has begun on the Briar Creek bike/ped improvement project
  - b. The project team has submitted right-of-way plans to the North Carolina Department of Transportation. A public meeting will take place in summer 2019 to share the final plans
- III. Rezoning
  - a. MoRA Point Site plan Amendment \*2019-041\*
    - i. Public presentation scheduled for April 2<sup>nd</sup> at Independence Library, hosted by Petitioner’s Agent on behalf of Selwyn/ Suncap.
    - ii. Amendment requests increase in building space to accommodate a potential tenant. Full details not available yet - Jack is corresponding with Bridget Grant to obtain submission.
    - iii. Also will be opportunity for updates on progress on site development, including elements associated with opening of Aldi, buildout of road and path network, pending opening Starbucks and Verizon, and more.
    - iv. Meeting April 2<sup>nd</sup> was well attended. Summary posted on MoRA website.
    - v. Public hearing was April 15<sup>th</sup>. No updates from developer.
  - b. Wallace Road Rezoning for multifamily rental project
    - i. On April 24<sup>th</sup> Kathy, James and Jack met with Paul Pennell of Urban Design, and Josh [ ] (owner/developer) to get a preview of a proposed rezoning of approximately 4 acres on Wallace Lane, backing onto Mason Wallace park.
    - ii. Currently rental or abandoned single family residences
    - iii. Rezoning petition has not shown up on the City website yet.
    - iv. Proposal is for approximately 90 units, 1-2 bedroom. Smaller, 18-unit buildings.
    - v. Discussed potential inclusion of affordable housing and developer seemed open to including.
    - vi. Put developer in contact with Dave Molinaro to discuss potential synergies with his work on Mason Wallace park revitalization.
    - vii. E-mail from Paul Pennell on 5/10/19 indicated the developer is trying to schedule a meeting with Matt Newton to discuss the project and inviting MoRA to attend once the date/time is set.
- IV. Silver Line - <https://charlottenc.gov/cats/transit-planning/Pages/silver-line.aspx>
  - a. In February, MTC amended plan.
    - i. Silver Line to the West corridor to go to the airport and Belmont.
    - ii. A route through Uptown was chosen
    - iii. Feasibility of extending West route to Gastonia and Southeast route to Union County (Stallings).
    - iv. Jason Lawrence says community input sessions on planning and engineering components will begin late summer/early fall and much of the finalization of design will occur over the next year. \$4M in funding for planning and engineering aspects. He believes this could be a good catalyst for Monroe Road visioning workshop. We have reached out to other corridor organizations to coordinate.
- V. UDO Advisory Committee
  - a. Many upcoming engagement events – see <https://charlotteudo.org/get-involved/whats-new/> for details.
- VI. 2040 Comprehensive Plan
  - a. 3 Public meetings held. More opportunities to engage and give input: <https://charlottenc.gov/charlottefuture/2040Plan/Pages/default.aspx>
- VII. 2019 Civic Open House

- a. In early planning stages, potential focus is on housing related issues:
  - i. Revaluation
  - ii. Affordable Housing (NOAH)
  - iii. Market trends
  - iv. Residential safety
  - v. Potential impacts of future transportation projects (US 74 FWY extension and connector roads, Streetscape, Silver Line, etc).

Email from Rachel Stark – City of Charlotte

**Stark, Rachel**

1:01 PM (32  
minutes  
ago)

to me, kathyhill.nc@gmail.com, Monica

Hi John,

Thanks again for letting me share with the MoRA's board about the mural and the crossroads we are at with the application method. Below is a summary of what I shared last night, I've also attached the materials I printed and shared:

It's wonderful that MoRA's board moved to support this Placemaking Program led mural on the wall at that intersection of Idlewild and Monroe back in January. We were looking for an opportunity to showcase a wall mural in City Council District 5 to share how there are in-between steps that could be done quickly on the way to longer term, more permanent solutions to make Charlotte a more vibrant, welcoming, and people-friendly place. Since then there has been one community workshop and a few meetings with stakeholders to iron out concerns around logistics both internal to the City as well as with some MoRA members.

We are at a crossroads in pursuing different application methods. Originally, this was thought to be a painted mural, but some of the concerns we heard at the public workshop with the artists, from some of the MoRA members, and internally to the City departments is the longevity of the paint and need for long term solutions around maintenance. A viable alternative that looks like paint is to use a heat applied vinyl wrap, a method that has been used on brick in other places including the Discovery Place. We're also testing out how it looks, removal, and impact to brick on the site with the City facilities group. Copies of images from the company who creates and applies the wraps are attached here as well as the emailed testimony from Discovery Place staff about their experience. South End also has wraps on their signal boxes if you'd like another example of what it looks like.

The wrap application would be a quicker way to get to approval by the City facilities who owns the wall. It can also be applied, removed, and changed out more quickly. It would also be less expensive and set up the opportunity for the more permanent ideas MoRA has about art at that site and along the corridor. It could even pave the way for rotating art every year or two.

The painted wall application means the wall would never be able to return to its current state of being just a clean brick wall. It would eventually need touch up or to be painted over – this causes concern not only to City staff but also MoRA members from what we have heard so far. It means a longer approval time, a more robust binding agreement, additional insurance coverage, setting aside funds for maintenance, and more conversations between MoRA and the City about the vision for the corridor and the permanent art strategy for the site. Our funding capabilities are limited for this project and we would need to find additional partners to support this application method and we will need assistance from MoRA to shape this more.

One thing I forgot to mention last night there is one option does not necessarily preclude the other. If the painted mural is still of interest, it could still be pursued by MoRA with Placemaking Program staff support on the process and potentially funding through Neighborhood Matching grants or other revenues. Then with this bucket of funding we could focus on the wrap as a near term option while working through the things that take a bit more time for the painted mural.

We look forward to hearing back from MoRA hopefully by June 7<sup>th</sup> so we can move forward with that as we finalize the art for the wall. Sketch concepts for the art will be shared with the steering committee folks (people who indicated interest in shaping the art a bit more at the public workshop, but others can still join I believe) on June 5<sup>th</sup> at the library. Thank you all!

Kind regards,

**Rachel Mukai Stark, PLA**

*Senior Principal Planner | Urban Design Center*

**Charlotte Planning, Design & Development Department**

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