



MEETING NOTES August 21, 2018 – Venue: Independence Regional Library

Board Members, Committee Members, and Advisors in attendance: Dean Brodhag, Richard Darlington, Paul DiPirro, Kathy Hill, John Lincoln, LaJuan Pringle, Ari Rodriguez, James Scanlon

Guests in attendance: Patrick Graham

Excused Absences: Matt Chambers, Ben Hutchins, Jack Miller, LaJuan Pringle

| | |
|--|--|
| Welcome, Introductions, Organizational Procedures | Kathy Hill called the meeting to order at 6:00 pm |
| | <ul style="list-style-type: none"> • Minutes of June 19, 2018 Board Meeting approved. • Introduction Patrick Graham who has offered to help us with MoRA website • MoRA Business plan to be addressed at next year’s planning meeting • Board changes <ul style="list-style-type: none"> ○ Michael Parks is stepping off the Board due to time constraints ○ Dick Darlington is continuing on the Board in limited capacity |

| | |
|--|---|
| Arts, Culture, Entertainment Report | John Lincoln, Ari Rodriguez |
| | <ul style="list-style-type: none"> • Thursdays Live, 8/9/2018 went well. Attendance was down to 350. • Big THANKS to Thomas Goode and his construction crew for their heroic effort to prepare the Embrace site for Thursday Live. A salute to great partners! • Final touches to the Embrace sculpture are in process. John Lincoln will follow up with Lee Baumgarten on status. • Pumpkin Patch plans have been postponed to next year due to time constraints |

| | |
|------------------------------|---|
| Communications Report | Matt Chambers |
| | <ul style="list-style-type: none"> • Full report is attached below |

| | |
|--------------------------|--|
| Government Report | James Scanlon |
| | <ul style="list-style-type: none"> • MoRA Town Hall date approved for Wednesday October 24 at McClintock Middle School • Monroe Covedale traffic signal – installation in progress. Poles are set up. • Full report is attached below |

| | |
|--------------------------|--|
| Governance Report | Kathy Hill |
| | <ul style="list-style-type: none"> • LaJuan working on MoRA Board roster and matrix |

| | |
|------------------------------|--|
| Neighborhood Outreach | Dean Brodhag, James Scanlon |
| | <ul style="list-style-type: none"> • Independence Festival, Saturday 8/18/18, Walmart Parking Lot, organized by CMPD. MoRA table gathered 35 new signups for MoRA newsletter • McAlpine Greenway Family Bike Ride, Saturday 8/4/18. MoRA with Ultimate Bicycle and Greenways 4 Mecklenburg sponsored a family bike ride at McAlpine Greenway. Event has 17 attendees and Mike Perry, Ultimate Bicycle, was anxious to sponsor a similar event 2 -3 times a year. • Recent Charlotte city sponsored workshops provided discussion with Oakhurst representatives about mutual concerns. |

| | |
|---|---|
| Business Outreach, Sponsorships & Advertising Report | Kathy Hill |
| | <ul style="list-style-type: none"> • Starting to list sponsors in newsletter and pushed out on Facebook. These include: <ol style="list-style-type: none"> 1. Real estate webpage link 2. Ultimate Bicycle 3. Charlotte Swim Academy |

| | |
|---------------------------|---|
| 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. • Operating Cash: \$8,580.07 • Cash-Savings: \$1,616.14 • Cash-Art Project: \$5,688.36 • Total Assets: 15,884.57 • Paul DiPirro and John Lincoln were thanked for their matching contribution from Duke Energy to MoRA |

| | |
|---|---|
| Next meeting and Upcoming Events | Meeting adjourned at 7:45 pm |
| | <ul style="list-style-type: none"> • Thursdays Live, Thursday September 13, 2018 • MoRA Board meeting, Tuesday, September 18, 2018 6:00 pm at Independence Library • MoRA Town Hall, Wednesday, October 24, 2018 at McClintock Middle School • MoRA Holiday Celebration, Saturday, December 1, 2018 |

Minutes by: Dean Brodhag, Secretary 8/30/2018

MoRA Communications Committee Report August 21, 2018

- Ahmad Bracey took photos at the last Thursdays Live, and did a really great job. I gave him our SmugMug account info and posted the shots to Facebook. We could really use more help to consistently get photos, post, and do other things for our online presence, especially with my quickly dwindling time, so I'm happy that Ahmad was able to contribute.
- We continue to get business inquiries via Facebook that are passed onto the business committee.
- The pet store, Pet in the City, has been really active on FB and hosting things like adoptions. We've been promoting some of their events and news.
- We reached out to Famous Toastery about the Sardis Road location, and never got much info. The owner/franchisee reached out to our Facebook page, and said they will follow up with photos and some info. New business openings are always our top performing news, so I hope those come in soon.
- Patrick Graham has offered to help us with some of our website needs that we otherwise don't have any time for. Currently, we can't upload photos and I'm not sure why, so we can't post anything with images. There have been discussions about adding some graphics for other businesses to adopt the MoRA name, and updating board meeting info to include a better outreach to the community, like engaging residents at a happy hour type of event. If Patrick is up for making those additions, we could get some movement on that.
- I've scheduled out posts that highlight our website and newsletter, to get a few more eyes on things like our realtor section.
- We got a shoutout in the Agenda about some of our advocacy work in the area. That's great, but we might want to reach out at some point to give them a better idea of what we do. I think this was an idea at one of the last board meetings that went onto the back burner, about reaching out directly to writers who write about us to give them some info and an informal hello. If someone wants to get that language together so we could send out emails quickly, please volunteer.
- Otherwise, things are continuing as normal. We are sharing news and posts from local businesses/government/organizations.

MoRA Government Committee Report August 21, 2018

- 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
 - c. Bicycle Travel: \$4 million
 2. Neighborhood Investments
 - a. Comprehensive Neighborhood Improvement Prog: \$40 million
 - b. Placemaking: \$250,000
 - c. Neighborhood Matching Grants: \$400,000
 - 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
 2. CMS – Further East Meck improvements
 - b. Engagement status with local officials
 - i. City Council
 1. Engagement – Newton (5); Egleston (1); Eiselt, Ajmera (AL)
 2. No engagement – Bokhari (6); Mitchell, Winston (AL)
 - ii. County Commissioners
 1. No engagement – Clarke (4); Ridenhour (5); Cotham, Fuller, Scarborough (AL)
 - iii. Invite all above to Govt Open House
- II. Independence Trail/ Vision Workshop
 - a. Met with Jason Lawrence along with Oakhurst folks
 - i. Unsupportive our efforts to divert unused bond monies towards improving bike and pedestrian plan, other projects preferred
 1. Monies should be transferrable as the bond language that appeared on ballots was not project specific
 - ii. Learned of 7/24 Monroe Road Area Vision Workshop
 1. Related to Oakhurst projects, Monroe Road Streetscape and Amity Gardens Street Connections
 2. Did not address our Monroe Road Area, no commitments on when we would conduct ours
- III. Greenways 4 Mecklenburg, family bike ride event
 - a. Dean led efforts for MoRA along with volunteers
- IV. MoRA Point/ Monroe-Rama-Idlewild intersection
 - a. Site development progressing, elements associated with intersection project should be evident soon

- V. Rezoning:
- a. *2018-056* Wallace Lane, LLC– 9.74 acres on Wallace Ln between Independence Blvd and Thompson Green Ln.
 - i. R-4 (Single family, 4 units per acre) to UR-2 CD (Urban Res. w/ max. floor area ratio of 1*, conditional zoning) *- *built area can equal land area*
 - ii. Up to 165 for sale townhomes on 9.25 acres.
 - iii. Community Meeting was held on Monday, June 4, 2018, attendees/ residents generally supportive
 - iv. Earliest anticipated hearing is September, with potential for decision in October.
 - b. *2017-151* Charlotte Housing Partnership/ Nolley Court Seniors
 - i. ~120 unit apartments for affordable senior housing, adjacent to Sardis Forest Patio Homes
 - ii. City council endorsed project and tax credits were approved by State. Construction to begin in 2019
- VI. Monroe-Covedale traffic signal – installation in progress
- VII. Silver Line (and all local light rail) – CATS has set a target of 2030 to build out current planned light rail (Silver Line from Matthews to Belmont, Red Line from downtown to Mooresville). NC Legislature budget provisions and commitments remain an issue for now.
- VIII. UDO Advisory Committee
- a. 7/26 meeting (recorded on Facebook Live) featured City Planning Director Taiwo Jaiyeoba discussing Future 2040 Comprehensive Plan
- IX. MoRA Town Hall – planning continues.
- a. Date & location: Wed, Oct 10th or 24th @ McClintock Middle School
 - b. Which entities to invite
 - i. Govt – Charlotte Planning & Neighborhood Svces, CATS, Park and Rec, CMSWS, Solid Waste, Board of Elections, NCDOT
 - ii. Non-profit – Sustain CLT, Greenways 4 Meck, Preserve Matthews, Oakhurst, Cycling groups
 - iii. Private – Selwyn, Goode Properties
 - c. Main presentation topic(s) - Our great org, MoRA Point, Vision Workshop announcement (fingers crossed)
 - d. Promotion strategy and phasing – social media, website, newsletter, MoRA Thursdays
 - e. Event logistics – staffing, food, signage, A/V