



MoRA Board Meeting February 18, 2020 – Venue: Hawthorne’s Pizza

Board Members, Committee Members, and Advisors: Dean Brodhag, Matt Chambers, Richard Darlington, Paul DiPirro, Jen Haire, Catherine Hall, Kathy Hill, John Lincoln, Jack Miller, James Scanlon, Frank Summers, Brian Norris, Will Moody, Matt Chambers, Breyuana Smith

Excused Board members: Sherrie McLamb, Ben Hutchins

Guests in attendance:

Welcome, Introductions, Organizational Procedures	Kathy Hall called the meeting to order at 6:12 pm
	<ul style="list-style-type: none"> ● Introductions ● Correction and approval of Board Retreat minutes of 1/18/2020. (Attachment 1) ● Chair/Vice Chair agenda items: <ul style="list-style-type: none"> ○ Appreciation for departing board members Matt Chambers and Paul DiPirro ○ Welcoming and congratulating new board member Will Moody ○ The Board approved the addition of Brian Norris to the Board. ○ Mission Statement – changes discussed and approved. (Attachment 2) ○ Headshots for website update – Board approved \$300 and the cost of updating the web page. Requested all board members be at the March 17 board meeting to get updated headshots made. ○ Exec Committee to meet in March re <ul style="list-style-type: none"> ▪ 1) board governance and ▪ 2) MoRA funding issues (officers, plus Sherrie and Ben) ○ John Lincoln: to clarify purpose and objectives for Community Advisory Committee next month. ○ The Board is researching a new MoRA bank. Possible replacements include: Fifth-Third, BB&T, Latino CCU, BofA

Treasurer’s Report	Paul DiPirro , Will Moody
	<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: \$5,290.76 ● Cash-Savings: \$23,137.05 ● Cash-Art Project: \$5,225.30 ● Total Assets: \$33,653.11 ● This is Paul’s last meeting as Treasurer of MoRA. The Board thanked Paul for his many contributions to the success of MoRA. ● Will Moody was welcomed as the new MoRA Treasurer effective with this meeting.

Government Committee Report	Jack Miller and James Scanlon
	<ul style="list-style-type: none"> • Committee report for 2/18 updates included the mandates and 2020 action items. (Attachment 3) • The Board approved Jack's sending a response to a resident who disagreed with welcoming affordable housing in the MoRA area. (Attachment 4)

Arts, Culture & Education Committee Report	John Lincoln, Kathy Hill
	<ul style="list-style-type: none"> • Committee report – mandates/2020 action items to be presented at next month's Board meeting • Thursdays Live: changes for 2020 <ul style="list-style-type: none"> ○ Hawthorne's will be selling pizza ○ Edge City Brewery will be selling beer ○ New fencing will limit tents. ○ HempTonicx has been added as a sponsor, a CBD purveyor • Ari's "MoRA Mile" – MoRA paying for branded race signage was approved by Board • Introduced new Arts, Culture & Education volunteers: <ul style="list-style-type: none"> ○ Arts - Jen Haire ○ Education liaison - Gabi Beaver

Communications Committee Report	Matt Chambers, Brian Norris and Breyuana Smith
	<ul style="list-style-type: none"> • Matt Chambers – taking job out of state and will be leaving the Board. The Board cited Matts many contributions as the Communication Committee over the last 4 years. Thank you, Matt!! You will be missed! • The Board welcomed Breyana Smith and Brian Norris as part of the Communications Committee

Business Engagement Committee Report	Catherine Hall and Frank Summers
	<ul style="list-style-type: none"> • Committee report – (mandates/2020 action items) (Attachment 5) • Catherine Hall reported reaching out to MoRA businesses • Closed/private Business FB page update/next steps

Next meeting(s)	5 minutes
	<ul style="list-style-type: none"> • Tuesday, March 17, location TBD, 6pm • Meeting adjourned at 7:42 pm.

Minutes by: Dean Brodhag submitted 2/20/2020

ATTACHMENT 1



2020 BOARD RETREAT NOTES January 18, 2020 – Venue: Community Matters Café

Board Members in attendance: Richard Darlington, Catherine Hall, Kathy Hill, Ben Hutchins, John Lincoln, Sherrie McLamb, Jack Miller, Frank Summers

Advisors, Committee members and guests in attendance: Chelsea Ashworth, Brian Norris, Roy Goode, Jen Haire, Burt Philips, Ari Rodriguez, Breyuana Smith, Ryan Willis

Excused Absences: Dean Brodhag, Matt Chambers, Paul DiPirro, James Scanlon

<p>Welcome, Introductions, Organizational Procedures</p>	<p>Kathy Hill, John Lincoln</p>
	<ul style="list-style-type: none"> • Kathy Hill called the meeting to order at 11:15. Attendees introduced themselves. • John Lincoln reviewed the agenda for the meeting • Board business for the 2020-2021 term commenced, including election of the Board of Directors, Officers, and Executive Committee: <ul style="list-style-type: none"> ○ Ben Hutchins moved that Kathy Hill be nominated for Board Chair with the caveat that the Bylaws will be amended to allow more than two terms in a row in this role. This motion was approved unanimously. ○ Treasurer Paul DiPirro will roll off the board effective as of January 31, 2020. A motion was seconded and unanimously approved that Will Moody be elected as Treasurer for 2020-2021 effective as of March 1, 2020. ○ Ben Hutchins moved that Dean Brodhag be nominated to continue as Secretary for the 2020-2021 term. The motion was unanimously approved. ○ Motion, second and unanimous approval that John Lincoln will continue as Vice Chair. ○ Motion, second and unanimous approval that Kathy Hill, John Lincoln, Will Moody, Dean Brodhag, Ben Hutchins and Sherrie McLamb would comprise the Executive Committee for the 2020-2021 term. ○ Jack Miller will draft a Consent Resolution for the Board to approve in writing allowing officers to serve in excess of two terms. ○ 2019 Financials and proposed 2020 budget were reviewed on a high level. Discussion and approval of each to take place at the upcoming February or March 2020 board meeting.
	<ul style="list-style-type: none"> • Succession planning. During the 2020 term the Nominating Committee would identify a candidate for the 2022 Board Chair who could be groomed for the position during the 2021 term and take over for the 2022-2023 term.

	<ul style="list-style-type: none"> • Jack Miller would like to continue in his role as Government Co-Chair for just the 2020 term. Candidates being sought for the Government Committee Co-Chair role in 2021. Suggests that we enlist more hands to do all the things that we're trying to do. Ben has been a liaison for meetings with city and county government. It was suggested by Roy Goode that those rolling off of the Board could be asked to continue in an advisory role. • Discussion of the need for a liaison with area schools in order to communicate school information, needs, and successes with the MoRA community. Jack Miller will approach a friend who might be a good candidate for this role. • Discussion related to Matt Chambers' role as chair of Communication Committee which is likely to become open in the days/months ahead. Jack Miller suggested the combination of hiring someone who ideally is familiar with MoRA, but if not then in conjunction with someone who is local or with a connection to the MoRA area. This position might be replaced by several Communication committee members rather than one person. Perhaps contributors could upload content to a Google Drive. It was suggested to publish a special posting for the Communications chair role. • Guest Jen Haire suggested that Kevin of Advent Coworking might be someone who could help. Breyuana Smith, Kathy Hill, John Lincoln, and Brian Norris agreed to meet regarding Matt's replacement.
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Lunch	
	<ul style="list-style-type: none"> • During lunch, Charlotte Rescue Mission's Alyssa Walker spoke about their mission and shared information about their scope and accomplishments. • Transition question: Are we who we want to be? From Board Advisor Burt Philips: What would move more residents and businesses to get involved in MoRA? We've accomplished much from a relatively small group of supporters and advocates. How do we expand that base?

2019 Accomplishments	John Lincoln
	<p>2019 Accomplishments</p> <ul style="list-style-type: none"> • Events (Thurs Live, Civic Open House, Holiday Festival). It was affirmed that we would continue with these events in 2020, but possibly downscaling the Holiday Festival, to be discussed at a later meeting. • Tapestry Mural • "What is MoRA" video • Four Embrace rocking chairs donated by City of Charlotte's Placemaking Project • Social media growth

2020 and beyond	John Lincoln
	A discussion of our mission statement took place. Frank Summers noted that the statement might include the words "promote and preserve diversity". Kathy will send out the mission statement to the board for review and discussion at a later board meeting.
	Suggestions related to the 2020 Thursdays Live event: 1) Find someone authentically engaging/funny to be on the mic 2) invest in a sound system, maybe partner with Edge City for a good one 3) rather than making changes, ie skipping one or two summer months and add them at the end, let's keep months and hours the same as we get Edge City Brewery routines

	established 4) branded fans as a giveaway
	Former MoRA board member Ari Rodriguez presented for discussion a “MoRA Mile” community run, organized and operated by his nonprofit Charlotte Track Club. At the Feb 18 board meeting Ari will propose how MoRA can support his event.
	Ben Hutchins has volunteered to coordinate a City Walk such as “MoRA Art” or another topic that highlights the MoRA area’s attributes.

Next meeting and upcoming events	Adjourn meeting
	<ul style="list-style-type: none"> • The meeting was adjourned at 3:00 pm. • The next monthly Board meeting will be Tues, Feb 18 from 6:00 until 8:00pm at Hawthorne’s Pizza.

Minutes by: Kathy Hill

ATTACHMENT 2

Mission Statement (adopted 2/18/2020)

To forge a more vital and vibrant community along all of Monroe Road

Strategic Objectives:

- Promote and support the social, educational, cultural, artistic, and economic life of this welcoming area of Charlotte while encouraging and preserving its diversity.
- Provide a forum for building relationships among area residents, businesses and community institutions to share information, viewpoints, and ideas.
- Identify common needs and ambitions for discussion, advocacy, and potential action.

Tag line: Forging Community & Creativity

ATTACHMENT 3

MoRA Government Committee 2020 mandates and goals

Mandate (previous):

Monitor, advocate for and inform the 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

Proposed Mandate:

Monitor, advocate for and inform the community about land use and transportation/transit issues including pedestrian safety enhancements and affordable housing; 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 civic open house

2020 Goals

- I. Rezoning:
 - a. continue monthly status in Gov't Comm reports and engage on new projects
 - b. Support other area organizations in their rezoning analysis and negotiations

- II. Safety and Transit/Transportation
 - a. Continue work with Roy and City to implement traffic light at Knickerbocker
 - b. Continue to advocate for implementation of Independence Trail and Monroe Road Streetscape project and work to integrate the two projects
 - c. Stay engaged in Monroe/Idlewild/Rama intersection project
 - d. Get an update on Silver Line work, design, timeline
 - e. Re-start work on road diet for Rama with protected bike lanes and pedestrian beacons
 - f. Continue seeking input from community regarding safety and transit 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: Continue for 2020 and work to build on last year's success. Potential topics: Silver Line? continue Affordable Housing discussion?

- V. **Develop pages on website for providing information on various governmental policies, projects and programs. Pages would include: synopsis of policies/projects/programs, links to official websites, MoRA's role and positions related to advocacy of MoRA's interests as it pertains to particular projects, and highlight opportunities for residents to take part in related discussions and activities.**

- a. Specifically, develop response stating MoRA position on affordable housing policy to provide to MoRA stakeholders either in response to inquiries or more broadly; continue to solicit input from the community on approach to this issue

VI. 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. –

Discussion for 2/18 Board meeting:

- 1. Status of Wallace Rd. multifamily development and new rezoning petition**
- 2. Knickerbocker update**
- 3. Plan for committee recruitment efforts**
- 4. Status of response to affordable housing inquiry from resident**

ATTACHMENT 4

Proposed Affordable Housing response

Thank you for sharing your thoughts on affordable housing in MoRA. We really appreciate your input and perspective on this issue. We have gotten feedback from many residents on this issue since our October 2019 Civic Open House, which focused on affordable housing issues. The vast majority of residents and business owners we have heard from support efforts to ensure that MoRA remains affordable for people of all walks of life.

MoRA has and will continue to advocate for new business to serve those already living and working in MoRA and those who are drawn to the area. We have supported bringing the new Aldi and Starbucks to MoRA Point, and the new Edge City Brewery to M. Station. These are the types of business we have heard from residents they want. We are still pushing for a full service, high quality grocer, a local coffee shop, and fantastic, local restaurants to help fill out MoRA Point and M Station. ***MoRA is in regular contact with the owners of these projects, and will provide updates as we learn about future plans for new businesses there and in other parts of MoRA.***

As I'm sure you know, property values in MoRA and across the city are continuing to increase. That's great news for those who already own homes in the area. But these rising values are making it harder for middle class families to buy homes, increasing the demand for rental units, and resulting in rising rent rates here and throughout the city. This has led to the affordable housing crisis that city leaders have been working over the past year or two to remedy. MoRA believes part of what makes this area great is its diversity and affordability. You only need join us for one of our Thursdays Live events at the Embrace sculpture to see the vibrant diversity the area has to offer. The City celebrated this diversity through the Tapestry mural installed at the corner of Idlewild and Monroe. It was achieved through collaboration between immigrant artists and area residents. Keeping MoRA affordable for all who call it home will help maintain the character of the community.

Please understand that MoRA is not advocating for public housing projects to move into the area. Instead, we have asked developers of new, market rate, rental projects to include an affordable housing element to their projects. For example, in recently approved rezoning petition 19-074, which asked for a rezoning of approximately 4 acres on Wallace Road to permit a multifamily apartment project of approximately 90 units, MoRA asked the developer to include a portion of those units to be priced for affordability to residents making 80% of the Area Median Family Income ("AMI"). To put that in perspective, the 2019 Charlotte AMI for a family of 4 is \$79,000. 80% Charlotte AMI for a family of 4 in 2019 was \$63,200. 60% AMI for a family of four in 2019 was \$47,400 per year. These are income levels commensurate with families where one or both parents work in jobs like teaching, nursing, police work and firefighters. We believe these types of workers should have the opportunity to live in MoRA, and we believe the majority of the community does as well.

Thank you for your input, your passion for the MoRA community, and for taking the time to reach out to us. We look forward to continuing to work with the community to make MoRA the best it can be.

ATTACHMENT 5

MoRA

Tag line: Forging Community & Creativity

Proposed mission statement: MoRA brings together area residents, businesses, and stakeholders to forge a more vital and vibrant community along Monroe Road.

Strategic objectives (proposed):

- Promote and support the social, educational, cultural, artistic, and economic life of this welcoming area of Charlotte, encouraging and preserving its diversity.
- Provide a forum for sharing information, viewpoints, and ideas.
- Identify common needs and ambitions for discussion, advocacy, and potential action.

BUSINESS ENGAGEMENT COMMITTEE

Mandate: To engage businesses in the MoRA community; to encourage their participation in area events and organizations; to communicate to businesses about opportunities to sponsor and advertise for the benefit of their business as well as to support MoRA and its objectives. To provide a forum for MoRA businesses' common interests.

2020 actions:

- Introduce (or re-introduce) MoRA and ourselves to businesses with goal of building/strengthening relationships
- Offer information and opportunities based on their expressed needs and interests
- Encourage engagement through MoRA social media and events
- Welcome new businesses
- Check pulse of area businesses and identify common issues