



**MEETING NOTES July 21, 2020 – Venue: Virtual**

**Board Members, Committee Members, and Advisors in attendance:** Dean Brodhag, Richard Darlington, Faith Estrada, Brent Gilroy, Jen Haire, Catherine Hall, Kathy Hill, Corey Inscoc, John Lincoln, Sherrie McLamb, Jack Miller, Breyuana Smith, Tricia Tam

**Guests in attendance:** Terence Ervan, Faith Estrada

**Excused Absences:** Ben Hutchins, Brian Norris, Will Moody, Frank Summers

**Unexcused Absences:** None

<b>Introductions</b>	Kathy Hill called the meeting to order at 6:05 pm
	<ul style="list-style-type: none"> <li>● Minutes of Board meeting of Tuesday June 16, 2020 were approved.</li> <li>● Guest Terence Ervan was introduced. Terence is the owner of MoRA business Shady Palms Productions and he was critical to the audio-visual capabilities of our Thursdays Live Streaming concerts in May and June.</li> </ul>

<b>Arts, Culture &amp; Education Committee Report</b>	John Lincoln
	<ul style="list-style-type: none"> <li>● Businesses that sponsored Thursdays Live will be offered a prorated refund for the cancelled events due to the coronavirus.</li> <li>● Tapestry Mural: we'll continue to do repairs as needed for the next year; the cost of repairing a panel is \$250. Next year we'll work toward doing something more permanent.</li> <li>● ASC's Cultural Vision grant will result in crosswalk art at hopefully the four locations below. They'll be designed with community input on streets connecting with Monroe Road. MyLoan Dinh will be the lead artist, and we will engage with MoRA businesses. Locations are:             <ol style="list-style-type: none"> <li>1. Sardis Road North</li> <li>2. Conference Drive @ Embrace</li> <li>3. Idlewild Road @ Tapestry</li> <li>4. Commonwealth @ Oakhurst Elementary</li> </ol> </li> <li>● Yard Art Day is on Monday, September 7, Labor Day and we will be encouraging MoRA residents and businesses to register and participate.</li> </ul>

<b>Communications Committee Report</b>	Breyuana Smith
	<ul style="list-style-type: none"> <li>Steady number of Instagram posts have had an average of 400 views.</li> <li>Most viewed are stories of pets and of 'beauty' photos like the lake at McAlpine Park. Instagram stories target audiences of 25 – 44 year olds.</li> <li>Engaging, appealing photos of the area are requested. Such as: Edge City Brewing, MoRA businesses, churches and schools.</li> </ul>

<b>Business Engagement Committee</b>	Catherine Hall
	<ul style="list-style-type: none"> <li>Business-owner Zoom "mixer" planned for Tuesday September 22, 2020 giving them a chance to get to know each other and hearing about MoRA initiatives.</li> <li>Love Local may also expand beyond businesses (ie teachers, nonprofits, memories, EMHS)</li> </ul>

<b>Government Committee Report</b>	Jack Miller
	<ul style="list-style-type: none"> <li>CDOT continues to study potential corridors for bike corridors. Jon Harding has been in touch with Will Washam and Scott Curry regarding a pre-Silver Line linear bike/ped route.</li> <li>Monroe Road Streetscape improvements are available at: <a href="https://arcg.is/1P4CTT">https://arcg.is/1P4CTT</a>. There has been excellent engagement with this post, people are very interested, we should continue to share.</li> <li>Proposed cluster homes development at Sunnywood and Sardis Road North are seeking a zoning change. Neighbors are concerned about parking, style. Catherine Hall to monitor for MoRA impact.</li> <li>Silver Line proposed alignment still active with CATS. The winter will have public input on development within ½ mile of line. We're trying to encourage them to buy land now, so even if the Silver Line doesn't happen at least there's land for a bike/ped trail. Brent Gilroy arranged the July 14 meeting with John Howard of CATS and Monica Holmes of the City's Planning Department; Brent's notes are attached.</li> </ul>

<b>Treasurer's Report</b>	Will Moody
	<ul style="list-style-type: none"> <li>No Treasurer's report this month</li> </ul>

<b>Next meeting</b>	Meeting adjourned at 7:08 pm. Next virtual meeting: Tuesday, August 18 @ 6:00 pm
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**Minutes by:** Dean Brodhag , Secretary





MoRA Board **Meeting June 16, 2020** – Venue: Zoom

**Board Members, Committee Members, and Advisors in attendance:** Richard Darlington, Brent Gilroy, Jen Haire, Kathy Hill, Corey Inscoe, John Lincoln, Sherrie McLamb, Brian Norris, Will Moody, Ari Rodriguez, James Scanlon, Frank Summers, Tricia Tam

**Excused Board members:** Jack Miller, Catherine Hall, Breyuana Smith, Ben Hutchins, Dean Brodhag

**Guests in attendance:** Kim Barnes, City of Charlotte

Welcome, Introductions &	Organizational Procedures
	<ul style="list-style-type: none"> <li>● Introductions – a quorum was present.</li> <li>● <b>Minutes from May 19, 2020 board meeting were approved unanimously</b></li> <li>● Treasurer’s Report provided by Will Moody: we have excellent financial stability. Received \$1000 contribution from Duke Energy as a match for Paul DiPirro’s contributions while treasurer. Statement of Changes in Financial Position attached.</li> <li>● John Lincoln nominated Jen Haire to the board, citing her energy, experience, and desire to contribute. <b>The motion was seconded and unanimously approved and we welcome Jen Haire to our board.</b></li> </ul>

Government Committee Report	
	<ul style="list-style-type: none"> <li>● Committee report by James Scanlon               <ul style="list-style-type: none"> <li>○ Brent Gilroy has reached out to John Howard, CATS Transportation Planner, to begin discussions regarding Silver Line TOD (transit-oriented-development) to hear their vision for the corridor and the alignments being planned. John Howard is happy to meet with us during an afternoon (or evening if needed). He will include Monica Holmes from the City’s planning department, and perhaps a representative from Parks and Rec. From MoRA the following individuals should be invited: Brent Gilroy, James Scanlon, Jack Miller, Corey Inscoe, Ben Hutchins, Kathy Hill and John Lincoln. Kathy suggested Roy Goode be invited as well.</li> <li>○ Kathy queried board interest as to Sustain Charlotte’s idea of a dedicated bus/cyclist lane. Kim Barnes said that one reason for the dedicated lane’s pilot program being situated along 4<sup>th</sup> Street Uptown was that it connected Sugar Creek Greenway and Rail Trail. General board reaction for a bus/bike lane along Monroe Road was positive for down the road when Silver Line planning was being implemented, but less than enthusiastic for the near term.</li> <li>○ Kathy will get an update on the status of the retention pond being planned as part of the Monroe/Rama/Idlewild intersection before the next board meeting.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Rezoning update: Rezoning for an expansion of the apartment development off Wallace Road seems to be paused or moving slowly. Another rezoning of single family residential near Sardis Road North. Ben Salem Pres Church rezoning to open up a daycare, no updates.</li> <li>○ Website <a href="http://MeckPlaybook.com">MeckPlaybook.com</a> is doing a virtual vision workshop on June 23 at three different times. They are seeking public input for the “next era” of parks, greenways, and nature preserves.</li> <li>○ Kim Barnes reported that an interactive online engagement webpage is being designed, hopefully rolled out by the end of the month.</li> </ul>
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<b>Arts, Culture &amp; Education Committee Report</b>	
	<ul style="list-style-type: none"> <li>● Committee report <ul style="list-style-type: none"> <li>○ Jen Haire reports that planning Thursdays Live Streaming’s second concert of the 2020 season is going well. Jaime Brown, a singer/songwriter with mostly all original music, will be performing June 18. Edge City Brewery being now open to the public means we must be more mindful of large numbers of (unmasked) people in the immediate vicinity.</li> <li>○ <b>The board also approved matching donations of the first \$1,000 given to Frontline Foods Charlotte</b>, the organization to which we are directing this month’s viewers/attendees. Frontline Foods uses local restaurants to feed healthcare workers and first responders. Common Market is a MoRA area participating restaurant, and (MoRA-adjacent) The Loyalist is another.</li> <li>○ John Lincoln reported that the repair of the Tapestry mural panel has taken place, and that (City placemaking coordinator) Rachel Stark will update John and Kathy about the underlying problems that have made the wrap fail twice in the same spot.</li> <li>○ John gave an update on our partnership with Anne Low to submit an application to Arts &amp; Science Council for their Cultural Vision Grant. The application specifies creation of three artistic crosswalks, one near Oakhurst STEAM Academy, one on Conference at Monroe between Independence Library and Embrace, and one on Sardis Road North at Monroe. Project planning will begin this fall, and implementation takes place in the first half of 2021. This project allows us to achieve a longer term vision of additional interactive art over time as additional funding is identified.</li> <li>○ <b>Board members unanimously approved contributing \$5,000 from MoRA’s savings toward this art project.</b> We will use a combination of earmarked art funds and non-earmarked funds.</li> <li>○ Kathy Hill reported that we’ve been approached by the Stonehaven 5K organizer to be a sponsor for their 10/24 race. As it relates to Covid-19 risks, the board agreed we need to be mindful of liability with our name being associated with this or any other event, and Kathy will reach out to the Stonehaven organizers to communicate as such.</li> <li>○ <a href="#">Yard Art Day</a> is on Labor Day, registrations are starting now. Tricia Tam felt that this was an excellent event for us to promote because it fits with MoRA’s</li> </ul> </li> </ul>

	<p>mission, vibe, and is especially timely with so many more people at home. There is no work involved other than to promote the event; however, if MoRA as an organization wanted to submit an application for an art work, we could create an art project at Embrace and it would be tagged on Yard Art Day's site.</p> <ul style="list-style-type: none"> <li>○ Will Moody shared that he has been around people at Edge City Brewery asking about the sculpture's origin, talking about its cool vibe and recognizing that it's one of the most unique aspects about the Edge City location.</li> </ul>
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<p><b>Communications Committee Report</b></p>	
	<ul style="list-style-type: none"> <li>● Committee report <ul style="list-style-type: none"> <li>○ Tricia Tam summarized that our Facebook page was naturally slow at the beginning of Covid, but has now picked back up. The recent posts relating to the East Meck High School graduation were very popular.</li> <li>○ Kathy reiterated the need for more images and content for social media.</li> <li>○ <b>Our Social Media Policy was approved unanimously (pasted below).</b></li> <li>○ Our post acknowledging this moment of racial angst had a good reach and we felt it was received positively, and unaware of any negative feedback. Frank Summers suggested we share the various panels of our Tapestry mural to highlight our message of diversity, inclusiveness and art. While the diversity/inclusivity message on our Embrace webpage was less overt, Tricia suggested that we could invite the community to talk about what Embrace evokes in them.</li> </ul> </li> </ul>

<p><b>Business Engagement Committee Report</b></p>	
	<ul style="list-style-type: none"> <li>● Committee report <ul style="list-style-type: none"> <li>○ Frank Summers along with the Business Engagement team are developing a presentation for a Zoom meeting (in the form of a Happy Hour) to bring MoRA businesses together for social networking as well as mutual advocacy and support.</li> <li>○ Kathy Hill and Tricia Tam gave an update as to the "Love Local" social media campaign which was allocated \$2500 at a previous board meeting. There have been 8 Love Local posts featuring MoRA businesses* over the last several weeks, and they have had good engagement, with one having <u>great</u> engagement statistics (Monroe Road Animal Hospital). Love Local posts will continue in the weeks ahead, being mindful to balance these business posts with posts that focus on art, community and advocacy. The MoRA directory updates are finished for now, but we will need a push for people to be aware of its existence; this is part of the multi-phase campaign.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"><li>○ The Business Engagement team will meet to discuss next steps.</li></ul>
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<b>Announcements</b>	
	<ul style="list-style-type: none"><li>● With no new business or other announcements, the meeting was adjourned at 7:45</li></ul>

<b>Next meeting(s)</b>	5 minutes
	Tuesday, July 21, 6pm-730pm via Zoom

**Minutes by:** Kathy Hill

\*Love Local posts to date: Alphagraphics, Baked Well, Pet in the City, A List Smiles, The Social Pet, Honest-1 Auto Care, Deep Sea Market, Monroe Road Animal Hospital

**Monroe Road Advocates**  
**Statement of Changes in Financial Position**  
**As of 6/16/2020**

For Discussion Purposes Only		
Checking	\$	3,875.44
Savings	\$	27,664.51
Art Project	\$	5,227.88

	YTD	2020	Variance
	Actual	Budget	Fav/(Unfav)
<b>Income:</b>			
<b>Operations</b>			
1 Interest (Checking & Savings)	\$ 18	\$ 20	\$ (2)
2 Board Contributions	430	1,300	(870)
3 Donations	1,311	5,000	(3,689)
4 Sponsorships/Advertising	6,325	14,900	(8,575)
5 Thursdays Live	5,825	12,900	(7,075)
6 Holiday Festival	-	2,000	(2,000)
7 Advertising Revenue	500	-	500
8 Winter Social	-	-	-
9 Other	1	-	1
10 <b>Total Income</b>	<b>\$ 8,085</b>	<b>\$ 21,220</b>	<b>\$ (13,135)</b>
<b>Expenses:</b>			
<b>Operations</b>			
11 General Liability Insurance	\$ (300)	\$ (700)	\$ 400
12 D & O Insurance	-	(500)	500
13 PayPal Fees	(80)	(250)	170
14 Board Meetings / Retreats	(301)	(500)	199
15 Office Expenses	(219)	(150)	(69)
16 Digital Storage	(132)	(200)	68
17 Legal (NC Sec. of State, misc.)	(52)	(52)	-
18 Marketing (MoRA overall, not event-specific)	(132)	(800)	668
19 Photography	-	(300)	300
20 Videography	-	-	-
21 Printing	(132)	(250)	118
22 Direct mail	-	(250)	250
23 Miscellaneous	(50)	-	(50)
24 Subtotal	\$ (1,265)	\$ (3,152)	\$ 1,937
<b>Media</b>			
25 Social Media & Website	\$ (233)	\$ (1,200)	\$ 967
26 Website	(233)	(750)	517
27 Facebook	-	(200)	200
28 MoRA Schools / MoRA Art - Websites	-	(250)	250
29 Subtotal	\$ (233)	\$ (1,200)	\$ 967
<b>Events</b>			
30 Thursdays Live	\$ (625)	\$ (6,550)	\$ 5,925
31 General Expenses (Band, Emcee, Entertain.)	(426)	(\$5,400)	4,974
32 Banners, Printing, Graphics, Paid Media	(200)	(\$1,150)	950
33 Holiday Festival	-	(800)	800
34 Civic Open House	-	(250)	250
35 Winter Social	-	-	-
36 Love Local Campaign	(465)	-	(465)
37 Subtotal	\$ (1,090)	\$ (7,600)	\$ 6,510
<b>Art</b>			
38 Art Project 2 - Schools	-	-	-
39 Embrace	\$ -	\$ (1,000)	\$ 1,000
40 Maintenance	-	(250)	250
41 Plaque	-	(750)	750
42 Subtotal	\$ -	\$ (1,000)	\$ 1,000
43 <b>Total Expenses</b>	<b>\$ (2,589)</b>	<b>\$ (12,952)</b>	<b>\$ 10,413</b>
44 <b>Net Surplus/(Deficit)</b>	<b>\$ 5,497</b>	<b>\$ 8,268</b>	<b>\$ (2,721)</b>



## SOCIAL MEDIA POLICIES

This policy provides guidance for use of MoRA's social media. Volunteers should be aware of the effect their actions may have on their images, as well as MoRA's image.

**Intent of social media:** MoRA uses social media as a way to engage the community, bringing important and relevant news to neighbors while bringing up the appearance and interest in our area. The intent is to be transparent, have fun, and connect, while avoiding inflammatory or inappropriate discussions.

**Examples of important news that should be shared:** MoRA posts and shares news and info relevant to neighbors, such as new business openings, sales, events, and new offerings in our area. Neighbors like that we are like a hyper-local newspaper, spreading information on things that may interest them.

**Non-profit status/no political/religious support or posts:** MoRA operates as a non-profit, with one requirement being we cannot specifically support any type of political action. MoRA was also not founded to support any political agenda, religious organization, or any other potentially contentious issue. MoRA *may* promote voting in elections and for bonds, but limit postings to highlighting major issues. MoRA will *not* endorse a candidate, bond referendum, or other political issue without a vote by the board. MoRA *may* promote religious events as long as they are open to all and have a non-religious purpose that may appeal to the general community.

**Social media "voice":** Social media is most engaging when a message can be broken down into just one or two sentences. Longer posts, including those that are hidden behind a "read more" link, should be reserved for only rare occasions. The tone should be optimistic and fun. If there are disputes or confrontations in social media comments, the volunteer may clarify the misunderstanding or simply hide/mute the comment. We want our pages to be a reflection of the progress and positive aspects of the area and not a place for complaints.

**Conflict of interest:** Volunteers are required to have board approval prior to promoting a group, cause, or company they are a part of. MoRA's social media presence should not be used to promote particular businesses, group, or cause unless the board agrees it fits with the social media policy.

# Notes From MoRA Virtual Meeting With CATS & Charlotte Planning Department

**July 14, 2020**

**Participants:**

**CATS – John Howard**

**Planning – Monica Holmes**

**MoRA – Kathy Hill, Brent Gilroy, James Scanlon, Jack Miller**

Next major milestones – September (precise dates TBD); virtual public meetings for unveiling of final alignment options; elected officials and relevant appointed bodies will review those, with their final approvals due in late 2020/early 2021

The Transit Oriented Development process begins Spring 2021; will include public input (in-person vs. virtual TBD). Process should conclude Spring 2022.

- Outcome will be a policy document for 26 mile alignment with land use design, infrastructure plans, street connections, housing – similar to that for Blue Line.
- There will be a TOD station typology (i.e., more employment heavy, more of a neighborhood center, etc.).
- What follows is the intensity of development (e.g., building heights), and what capital projects are needed for each station (e.g., wider sidewalks, street connections, etc.)
- As soon as line and station alignments are approved, station area planning takes place (series of meetings with neighborhoods). Those station area plans will then be used to define the areas to be rezoned. Those workshops take place within a year. They don't establish zoning until they know that the project is actually happening.
- The Transit Oriented Development Ordinance (encouraging density and barring/limiting auto-oriented uses with half-mile of stations) applies only after full funding for the line is assured. For now, conventional development along the alignment can continue, although CATS/Planning work with property owners/developers to try and avoid projects that conflict with the eventual TOD uses envisioned.

Rail Trail development is under separate team led by Jason Lawrence of CATS. Also involves public input, should be completed by approximately Spring 2021. For now, this involves "high level discussions." Once alignment is finalized, Lawrence will set up additional public input. MoRA is encouraged to work with Will Washam (the city's bicycle program coordinator), Parks and Rec, and managers of the city's Strategic Mobility Plan.

Affordable housing piece will be discussed with experts; messages will need careful crafting.

***Holmes stressed that the Silver Line "will have to check all the boxes" of city priorities – including affordable housing, economic/social equity, neighborhood displacement, economic development, etc., along with the basic job of moving people.***