



**BOARD MEETING MINUTES October 20, 2020 Venue: Zoom**

**Board Members, Committee members, and Advisors in attendance:** Dean Brodhag, Richard Darlington, Faith Estrada, Brent Gilroy, Jen Haire, Kathy Hill, Ben Hutchins, Sherrie McLamb, Ari Rodriguez, James Scanlon, Frank Summers, Tricia Tam

Excused board members: Jack Miller, Will Moody, John Lincoln, Catherine Hall, Brian Norris

|                               |  |
|-------------------------------|--|
| <b>Welcome, Introductions</b> | Kathy Hill   |
|                               | <ul style="list-style-type: none"> <li>● Chair Kathy Hill called the meeting to order at 6:03 pm.</li> <li>● Introductions</li> <li>● Minutes of September and October will be presented before the November meeting for approval</li> <li>● Board Member changes             <ul style="list-style-type: none"> <li>○ Brent Gilroy – nominated and approved for Board membership effective 10/20/2020. Brent brings a wealth of transit planning experience to the Board. This is especially timely as we address the Silver Line expansion.</li> <li>○ James Scanlon – The Board accepted his resignation to be effective the end of December. His appointment to a professional Board he will no longer time for MoRA responsibilities beginning Jan 2021. The board thanked James for his service.</li> </ul> </li> <li>● Board approved following expenditures:             <ul style="list-style-type: none"> <li>○ Donation of \$100.00 to Stonehaven Neighborhood for 1 year of advertising.</li> <li>○ Facebook contractor position approved for \$200/mo.</li> <li>○ \$100-\$200/mo approved for professionally written blogposts of original content</li> </ul> </li> <li>● Board recognized Dick Darlington for his contribution of \$250 for the Embrace plaque</li> <li>● MoRA website Leadership page is being updated (thanks, Catherine Hall); board pictures to be taken at Edge City Brewery on 10/26 @ 6 and 10/30 @ 1.</li> <li>● Faith brought City’s \$350 grant reimbursement program for virtual meeting subscription (ie Zoom) to our attention. Due 11/1/2020, Dean and Kathy will submit application by due date.</li> </ul> |

|                          |  |
|--------------------------|--|
| <b>Treasurers Report</b> | Will Moody   |
|                          | <ul style="list-style-type: none"> <li>● No Treasurer’s Report this month</li> </ul> |

|                                      |  |
|--------------------------------------|--|
| <b>Arts, Culture &amp; Education</b> | Jen Haire, Faith Estrada   |
|                                      | <ul style="list-style-type: none"> <li>● Patchwork Project –             <ul style="list-style-type: none"> <li>○ 10/23, 10/24, 10/25 - Community design workshops scheduled</li> <li>○ 10/27 – Neighborhood Matching Grant Committee to hear MoRA Patchwork presentation by John Lincoln</li> <li>○ 10/30 - Grant award notification</li> </ul> </li> </ul> |

|  |   |
|--|---|
| <b>Communications Committee Report</b> | Tricia Tam  |
|  | <ul style="list-style-type: none"> <li>• Social media audience statistics: <ul style="list-style-type: none"> <li>○ Facebook – 70% women, 28% men</li> <li>○ Instagram – 75% younger women. Goal for 1/2021 – 3,000 viewers</li> <li>○ Audience interests: 1) Being in the know 2) Lifestyle topics</li> </ul> </li> <li>• Next steps <ul style="list-style-type: none"> <li>○ Emphasize more home décor and design – please send ideas and contact to Tricia</li> <li>○ More likes on social media from Board members</li> </ul> </li> </ul> |

|                            |  |
|----------------------------|--|
| <b>Business Engagement</b> | Catherine Hall and Frank Summers   |
|                            | <ul style="list-style-type: none"> <li>• Business Mixer (Virtual) September 22, 2020, <ul style="list-style-type: none"> <li>○ 20 attendees</li> <li>○ Shared MoRA transit and development information</li> <li>○ Business to business information shared afterward</li> <li>○ Next steps: Review frequency and format of sessions.</li> </ul> </li> </ul> |

|                                    |   |
|------------------------------------|---|
| <b>Government Committee Report</b> | James Scanlon, Brent Gilroy   |
|                                    | <ul style="list-style-type: none"> <li>• Silver line update <ul style="list-style-type: none"> <li>○ Letter to John Lewis, CATS sent 2 weeks ago w/o response so far. <b>Update:</b> CATS has scheduled a meeting with MoRA and key stakeholders on Thurs, Nov 12 at 5pm (contact Kathy for Zoom link).</li> <li>○ Reach out to Woodberry Forest neighborhood to ensure they are aware of plans.</li> </ul> </li> <li>• Sunnywood rezoning has been approved by City Council. 18 townhouse style homes.</li> <li>• Wallace Road apartment rezoning being followed.</li> <li>• Independence Bike Trail plan hit a snag. Most likely outcome is that it will be folded into Light Rail planning.</li> <li>• Idlewild/Monroe intersection is in real estate acquisition phase.</li> <li>• Kathy to get updates on intersection retention pond and Knickerbocker traffic light.</li> <li>• Regional Transportation Coalition, led by Sustain Charlotte. Sustain Charlotte asked MoRA to name a representative to the Coalition. See Jack for more information.</li> </ul> |

|                              |  |
|------------------------------|--|
| <b>Silver Line Alignment</b> | Brent Gilroy   |
|                              | 10/27 – MoRA to meet with elected official to share our concerns and preferred solutions |

|                    |  |
|--------------------|--|
| <b>Adjournment</b> | Meeting adjourned at 7:10pm                          |
|                    | Next meeting is Tuesday November 17, 2020 at 6:00 pm |

**Minutes by:** Dean Brodhag, Secretary submitted 11/5/2020