

Friends of Fourth Ward Board Meeting Minutes – June 8, 2015

Present:

Boyd Holland, David Haynes, Rob Cummings, Gau Gupta, Patrick Long, Stephen Ricks, Jeremy Baldwin, Steven Hailey

Also present:

Megan Liddle Gude (Charlotte Center City Partners), Eileen McElroy (Holiday Home Tour Chair), Beth Walker (Event Coordinator)

Boyd Holland called the meeting to order at 6:39 PM

Security Update

Officer V.K. Simpson was unable to attend. V.K. did post an update on the Nextdoor site for Fourth Ward with some general updates on security and safety.

2015 Holiday Home Tour Update

Eileen walked the board through recent events toward the planning of the Holiday Home Tour (HHT). This year, we will be following up on our record setting tour in 2014. Skyhouse has signed on as the presenting sponsor of the tour. We have three Victorian homes confirmed toward the north end of Town and are looking at 7 other properties. Former board member Stefanie Young will be joining the HHT board to assist in the digital space.

Eileen asked that we work through contract issues earlier on that last year in order to ensure Beth and our graphics designer (Adam Roth of Adam Roth Design) are on board earlier in the year and have time to set up.

Beth raised issues surrounding our technical issues vis a vis handling and tracking ticket sales. A new ticket booth with dedicated lines is in the works along with a new system for handling sales. We will be looking at capping sales rather than selling throughout the day regardless of crowds. The existing ticket booth will be repurposed in order to generate revenue.

Beth drew the board's attention to setting up a contract with Adam Roth in order to get an early start on a redesign, should the board be so inclined. His same fee from last year for working with the existing design (\$3,200) or for a \$5,000, he is willing to start fresh. Last year the board approved funds for a redesign but due to timing, we were not able to fully pursue a refreshed design. A motion was raised and unanimously approved to spend \$5,000 for the redesign.

The board and Megan had several suggestions:

- Remove options to sell tickets online once a maximum had been reached
- Create stronger training
- Have dedicated staff to run booties
- Create more structured routing of individuals
- Codify policies online and create contingency plans should someone come by and not tickets are available
- Create a stipend for homeowners for cleaning duties
- Watch the traffic per day and allow a limited amount of tickets per day based upon prior history
- Use prior PayPal lists to engage an early bird “lock-in” period, not necessarily a discount period
- Steer everyone toward coming on a specific day rather than a blanket 3-day pass

Housing First Initiative

Housing first has an ambitious goal to end chronic homelessness in Charlotte by the end of 2016. Megan updated the board on the current status of the initiative:

1. A registry of the chronically homeless has been created
2. Outreach workers have been hired to maintain communication with the chronically homeless
3. Created a flexible fund to help support moving people to homes

Megan presented the board with an opportunity to sponsor their fourth initiative, to create a new permanent supportive housing development similar to Moore’s Place in addition to donating Welcome Home Boxes.

The new permanent housing initiative details are still being worked out, but the board and the community could contribute in the short-term to the Welcome Home Boxes.

Several giving levels were presented. Boyd suggested getting the community involved in getting sponsors lined up to support the initiative by leveraging our social media presence and creating a matching fund.

The board discussed a preliminary figure of \$10,000 pending further review with the

treasurer.

Treasurer's High Level Report

Membership dues are currently over budget by almost \$2,500. Rob credits having multiple donation levels available on the web site as well as the Membership Committee's efforts in working with homeowner associations in the neighborhood.

Overall, financials are strong.

Annual Event Contract Negotiations

Patrick reported his findings on our contracts with event coordinators. Contracts have been approved relatively late in the game and the board's intention is to create an on-going contract for services. The board discussed several options for compensation but agreed that a fixed portion was reasonable and should be disbursed more quickly.

Motion was raised to approve a fixed amount for our event planner and distribute the funds throughout the year rather than having everything at the back-end. \$3,500 was approved for immediate disbursement.

Street Lighting Installation

Duke sent a quote for the addition of two light installations for a total of \$17,000. Gau is going to work with his contacts in the city to see if they can cover more of the costs.

On Street Parking Request / Parking Policies Discussion

Due to time constraints, discussions were tabled until September.

Walking Tour Update / Street Signage Project

We are continuing to solicit repayment of our signs that were discarded by Duke when they upgraded the lights in our neighborhood.

Review Newsletter Events

Symphony in the Park is June 12th at Romare Bearden. A porch crawl is scheduled for the following evening.

New Business

Boyd suggested working toward finding additional candidates for the board that is more representative of our board's neighborhood.

Boyd also asked that we looked toward communicating over the summer recess.

Boyd Holland adjourned the meeting at 8:18 PM.

Minutes submitted by: Stephen Ricks