

Residents of Historic Concord Monthly Meeting Minutes

February 19, 2024 Meeting

Attendees: Kelley Cartrett-Phifer, Robin Dicka, Jamie Sanderbeck, Chad VanKeuren, Steven Bullock, Blanca Lynch Murphy, Christine Schattner and April Simmons

Not Attending: Elena Leinweber, Michelle Ostwalt

Additional Guests: April Clark, City of Concord RHC Liaison and Sgt Jamieson, Concord Police Department

Meeting Location: 40 Franklin Avenue NW, Concord, NC 28025

Agenda

1. Welcome – Kelley Cartrett-Phifer welcomed the group and started the meeting at 7:09pm.

2. City of Concord Updates –April Clark

General update and discussion. Items of note:

- Jamie Sanderbeck asked if the City was planning on holding any community update sessions to provide progress on the Downtown Streetscape project. April was not aware of any but pointed out that updates are provided online and at City Council meetings.
- Blanca Lynch asked about the parking lot for the Coltrane Webb School, and general updates around the build and consolidation of Coltrane Webb and Beverly Hills schools. April noted that schools fall under the County jurisdiction and she would provide a contact person or information when it became available.
- Chad VanKeuren pointed out that contact emails may need to be updated. He suggested that everyone sign up for the Citylink Newsletter, so the City doesn't have to forward that to the group since it already has a distribution method. Emails from the City with RHC specific info should be sent to President@ for now while it is looked into if Board@ could automatically forward to the group.

RHC Next Steps:

- *Jamie and Chad to look into setting up a Board@residentsofhistoricconcord.org email that forwards to the group.*

3. Concord Police Department- Sgt. Jamieson

General update and discussion. Items of note:

- Crime remains low in Concord.
- Increase in Kia and Hyundai vehicle theft nationwide.
- Residents should minimize risk of vehicle break ins by locking car doors and don't keep valuables in cars.
- Members discussed some specific concerns which were to be followed up on after the meeting.

4. Treasurer's Report – Chad VanKeuren

- Report of Funds
 - Fifth Third - \$4,060
 - Edward Jones - \$77,501
 - Total - \$81, 561
- As part of the transition to a new Treasurer, all accounts and relevant credentials have been transferred. Additionally, all reoccurring costs have been updated to reflect the RCH operating account's ACH information vs debt card. This will aid in future transitions and make updates more seamless.
- Additionally, the principle and registered agent contact information has been updated.
- All required tax documents – such as 1099s- have been distributed for the 2023 tax year.
- Budget activities have started and were discussed in the meeting. All budget line-items were assigned to committees to estimate their 2024 expenditures. Kelley, Chad, Robin and Jamie will review budget in coming weeks for presentation to the board during the March 2024 meeting.

RHC Next Steps:

- *2024 budget to be proposed at the March 2024 board meeting. Budget to be based on committee input and leadership working session in Late Feb/ Early March.*

5. Committee Reports

- **Welcome Committee**
 - Kelley provided an update on behalf of Elena Leinweber
 - Elena and Robin A. delivered welcome bag to our new neighbors at 36 Yorktown.
 - 217 Union Street S residents have not moved in yet.
- **Small Grants**
 - Christine Schattner discussed the need to increase efforts to distribute RHC funds to local causes in 2024.
 - Pancake Day at the Boys and Girls Club will be held on March 21st. It was suggested that RHC support at the \$300 Pancake Partner level again in 2024. The board agreed.
 - The Garden Club is selling Butterfly Bushes to residents which could be a natural tie to beautification efforts. RHC could purchase the bushes and give them to interested residents. Christine to get more detail and share at the next board meeting.
 - Additional ideas for grants are welcome from the board. Discussions included helping get a bigger Christmas tree for Rotary Square.
 - Christine noted that it would be helpful if the benefactor of the Holiday Home Tour was named in advance to ensure funds quickly go back to the community after the large fundraising event. Christine will work with the Holiday Home tour committee to determine how the charity would be selected, etc.
 - Available grant project options are limited due to the language in the bylaws. It was recommended that the language is updated to increase the impact of the Small Grants program in the community. Kelley, Robin and Christine to discuss what updates are needed.

RHC Next Steps:

- *Christine to submit information for Pancake Day sponsorship to Chad for payment. [Complete]*
- *Christine to provide more detail on the Butterfly Bushes for board review.*
- *Holiday Home Tour committee to look into if a charity can be designated to receive the proceeds from the event.*
- *Board members to update to language to broaden scope of those who could be eligible to receive grant funds.*

- **Fundraising**

- No update – Michelle Ostwalt not in attendance

- **Social Committee**

- Blanca Lynch Murphy opened up the discussion regarding Porch Parties. Robin Dicka volunteered for August and Kelley volunteered for October. Blanca to reach out to other residents to see who may be interested in hosting other months. The aim is to have a party May, June, August, September and October.
- The board also discussed hosting a RHC night at the Cannon Ballers ball park. Christine to look into it and provide info at the next meeting.
- The Spring Yard sale date was set as April 6th to align with the Art Walk. Jamie to update the forwarding information from the yardsale@ email to go to Blanca, who will track interested houses. Christine would like the house information near the date of the sale to promote on social media.

RHC Next Steps:

- *Blanca to determine porch party schedule for 2024 for discussion at the March 2024 board meeting.*
- *Christine to get details on a Kannapolis Cannon Ballers game for discussion at the March 2024 board meeting.*
- *Jamie to update yardsale@ email address to forward to Blanca.*

- **RHC Website**

- Jamie Sanderbeck reported there are no major updates. She will update the website when event dates are confirmed.

RHC Next Steps:

- *Jamie to update website with Yard Sale event date, and other events when confirmed.*

- **Social Media**

- Christine reported that all is still going well on the social properties. She is sharing local content and highlighting RHC information.

- **Adopt-A-Street**

- Chad shared that the January litter sweep was successful in the fact that the group was able to collect multiple bags of trash, but the effort did not place within the citywide program of trash collection. This was the first time RHC did not place over the last couple events. Still a positive outcome regardless.

- The next litter sweep will be April 20th. Future dates will be set when the city announces the designated litter sweep dates. Jamie to update website with April 20th date.

RHC Next Steps:

- *Jamie to update website with Litter Sweep event date.*

- **Downtown Business Merchant Liaison**

- Steven Bullock did not have any direct updates, but provided ideas and feedback throughout other parts of the meeting agenda.

6. New Business

- **RHC Branding and Merchandise**

- A former board member posted a photo of his RHC mug and which received a lot of positive feedback. Merchandise, such as mugs, shirts and license plate covers, could be in storage or at board members' homes to use for welcome bags, etc. It was suggested that the items are inventoried to understand how many pieces are available.
- Steven mentioned that if additional items are ordered, merchandise or otherwise, the logo design should be refreshed. There are multiple fonts and generally could use an update.
- Chad to confirm the sales process online. Jamie may need to update the website.
- It was also suggested to remove the house plaque sales from the website due to low sales and the group fulfilling orders is no longer on the board.

RHC Next Steps:

- *Board to revisit merchandise plan in March 2024 meeting.*
- *Chad to look into sales process.*
- *Jamie to remove home plaque sales from website.*

- **100-year-old Homes Birthday Celebrations**

- Steve Bullock provided updates to his idea to celebrate homes turning 100. There are 5-10 homes that are turning 100 in 2024. He has looked into getting flags made for homes instead of plaques or signs. The board likes this idea.
- Jamie asked if we could get more details in our next meeting about which houses, how much the flags cost, etc, to get board approval.
- In the interim, a line item will be included in the budget for community engagement which includes this as well as doggie pot signs (see subsequent section).

RHC Next Steps:

- *Steven to provide more details on the proposed 100th celebration plan at March 2024 meeting.*

- **Doggie Station Signage**

- Steven also proposed putting signs on the dog stations that RHC provides to the neighborhood. He has looked into different sized signs and thinks it will be \$20-40 per sign.
- The board likes this idea and looks forward what additional information he can gather.
- A line item for community engagement will be added to the budget.

RHC Next Steps:

- *Steven to provide more details on the signage for dog stations.*

- **Spring General Meeting**
 - The Board discussed holding the Spring General Meeting on April 11th, 15th or 18th. Kelley to look into availability at Flywheel.
 - The meeting would begin at 6:30pm with a social starting at 6:00pm.

RHC Next Steps:

- *Kelley to confirm Flywheel availability and will confirm General Session meeting date.*

- **RHC 2024 Holiday Tour of Homes**
 - Kelley and Robin shared the following updates:
 - Dates/Times: Friday, December 13, 2024, 6pm-7pm, Sponsor Party and Preview
 - Saturday, December 14, 2024, 4pm-8pm, Candlelight Tour
 - Sunday, December 15, 2024, 1pm-7pm, Regular Tour
 - It was discussed that maybe the Sunday hours should be revisited since there was not a lot of traffic Sunday evening on some parts of the tour. The Committee will review in the future once the number of homes is determined.
 - Kelley and Robin are reaching out to homes now. 4 are tentatively confirmed as of Feb 2024. Christine volunteered to help with outreach as well.
 - Robin has been reaching out to potential sponsors. Budget Blinds will not be sponsoring in 2024. Premium Power Systems is interested in sponsorship but maybe not the presenting sponsor. Over the coming months, Robin and committee will review the sponsorship levels and pricing.
 - The committee feels that advertising and promotion will be key in matching 2022 success. Kelley and Robin have spoken with Our State Magazine about including the tour on their calendar, and potentially doing a feature. The overall branding of the event will be consistent with past years.
 - Kelley has reached out to the local trolley companies and is still working on pricing.
 - April Simmons has volunteered to join the committee.

RHC Next Steps:

- *Committee to provide updates to the board during upcoming meetings.*

7. Conclusion of Meeting

- Meeting was adjourned at 9:15pm. Next meeting will be held Monday, March 11 at 7:00pm

Submitted by Jamie Sanderbeck, RHC Secretary, 3/2/2024. To be approved March 11, 2024