

Residents of Historic Concord Monthly Meeting Minutes

March 11, 2024 Meeting

Attendees: Kelley Cartrett-Phifer, Robin Dicka, Jamie Sanderbeck, Chad VanKeuren and Steven Bullock

Not Attending: Elena Leinweber, Michelle Ostwalt, Christine Schattner and April Simmons

Additional Guests: April Clark, City of Concord RHC Liaison

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:

- April updated the group on the Novi Developments and pointed out that the City Council does have monthly meetings. She encourages people to participate and ask questions, especially around parking.
- There will be a city-wide disposal event on April 6th. Also, on March 31st there will be the Bunny Run Marathon which will impact South Union. Residents should have been notified. The South Union owners confirmed they received a letter.
- She also mentioned that Non-Profit matching grants will be open soon for the 2024 year.
- Jamie Sanderbeck let April know that Board@residentsofhistoricconcord.org was active and would forward to all board members. April should use this email going forward to get in touch with the RHC Board.

3. Meeting Minutes –

- Kelley pointed out that meeting minutes from the February meeting were sent by Jamie a few weeks prior. No updates were identified. Steven Bullock motioned to approve the minutes and Robin Dicka seconded the motion. Minutes from the Feb 19th meeting were approved.

4. Treasurer's Report – Chad VanKeuren

- Report of Funds
 - Fifth Third - \$3,359.56
 - Edward Jones - \$79,191.29
 - Total - \$82,550.85
- Chad walked through the preliminary budget and shared his methodology of tracking both revenues and costs.
- Regarding dues - Chad discussed that in the past, residents who paid dues in Q4 of a year, were considered "paid" for the entire next calendar year (Q4, Q1, Q2, Q3, Q4). Because of calendar-year reporting, the carry over caused confusion on when to account for the membership or how many members there were in a given year. He was interested in background on why this rule was in place. Robin added that years ago, the carry over was a way to clean up memberships after leadership changes. It may not be needed now. The group agreed that if it was easier for reporting purposes, memberships should be counted for the year in which they were paid. Memberships last one year

from date of payment. Chad mentioned there may need to be some language updates in the bylaws and he would look into for next meeting.

- The Historic Home Tour budget was not determined prior to, or during the meeting, so the committee will meet and provide an update to Chad in advance of the April Board meeting, in which the budget should at a point for review and approval.

RHC Next Steps:

- *Chad to review bylaws to determine if any update is needed regarding the payment of membership dues and the length the memberships are valid.*
- *Historic Home tour to determine revenue and cost budgets, and provide to Chad to complete the 2024 RHC budget. The budget will be reviewed in the April Board Meeting and the General Session.*

5. Committee Reports

- **Welcome Committee**

- Kelley provided an update on behalf of Elena Leinweber
 - 217 Union Street S residents have moved in. The welcome bag will be delivered soon, if not already.
 - Other houses in the area are pending and should be selling soon.

- **Small Grants**

- Kelley provided an update on behalf Christine Schattner
- The RHC Sponsorship of Pancake Day has been paid and the RHC logo has been included in banners and advertising. Pancake Day at the Boys and Girls Club will be held on March 21st.
- 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.

RHC Next Steps:

- *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. (Continued follow up)*
- *Board members to update to language to broaden scope of those who could be eligible to receive grant funds. (Continued follow up)*

- **Fundraising**

- No update – Michelle Ostwalt not in attendance

- **Social Committee**

- Kelley shared that Blanca Lynch Murphy has asked to roll off the committee due to other commitments. Kelley would now be heading the social committee.
- Porch parties have been set for May 11th at the Goodwin's 116 North, August 31st at the Dicka's 216 South, September 14th at the Bazin's 29 Franklin, and October 19th at the Phifer's 40 Franklin
- There is not a June porch party scheduled yet, but Steven suggested we attend the CannonBallers game that month instead. In the previous meeting, the board also discussed hosting a RHC night at the Cannon Ballers ball park. Kelley shared some ideas on costs and dates. No decision was made in the meeting, but the group would follow up.

- 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 Kelley who will track interested houses.
- The Board discussed there will not be a Fall Yard sale but First Pres church is interested in any donations residents may have to support their fundraiser sale in October.

RHC Next Steps:

- Board to continue discussion regarding a Kannapolis Cannon Ballers game in June
- Jamie to update yardsale@ email address to forward to Kelley, and to update the website with Porch Party information (complete)

- **RHC Website**

- Jamie Sanderbeck reported there are no major updates.

RHC Next Steps:

- Jamie to update website with events when confirmed. [Complete]

- **Social Media**

- No update – Christine not in attendance

- **Adopt-A-Street**

- The next litter sweep will be April 20th. Chad is unable to attend but the Board agreed we can delegate someone else as the time gets closer to cover the event.

RHC Next Steps:

- Chad/Board to find lead for April 20th Litter Sweep.

- **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**

- Steven Bullock shared ideas for a new logo and merchandise for RHC.
- The Board liked the idea of using a quick online designer to create a new logo. The initial ideas presented were good and the group provided feedback for minor updates including having a logo that would work well in many settings. A brand guide including fonts and usage would also be helpful. Steven to work up new examples to share with the group in advance of or during the next meeting.
- Steven also shared ideas for the types of merchandise that could be produced, including mugs, glassware, umbrellas, candles etc. Having items that can be tied to events, such as porch parties, would provide a nice reason to have additional merchandise available. Items would be sold near cost – it's more a good will project vs a money maker.
- Steven to look at costs and share a recommendation at the next meeting. A line item was added to the budget to cover the costs.
- It was also suggested to remove the license sales from the website due to limited/no inventory.

RHC Next Steps:

- Steven to share additional logo ideas for Board review
- Steven to suggest best approach for merchandise including items and qty.
- Jamie to remove license plates sales from website. [Complete]

- **100-year-old Homes Birthday Celebrations**
 - Steve Bullock provided updates to his idea to celebrate homes turning 100. There are 7 homes that are turning 100, 110, 120 or 130 in 2024. The years old is determined by the National Historic Survey. Jamie shared that there may be some differences in dates, based on the research from Colorful Lights, that should be cross referenced. Steve and Jamie will share notes to determine the eligible houses.
 - Of the houses identified, the group is aware of the owners of 2-3. Steve will eventually reach out to all houses to confirm if they'd like to participate.
 - He will also order a sample flag after the logo has been redesigned.
 - 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 and Jamie to work on the house dates research. [Complete]*
- *Steven to order a sample flag after logo is complete*

- **Doggie Station Signage**
 - Steven shared that signs have been installed on the Dogi Pots saying they are provided by the RHC. The board appreciated his quick work to get this accomplished.
 - He also suggested the board should look into installing more stations, potentially on Georgia or Grove.

RHC Next Steps:

- *Board to determine if more DogiPots should / could be installed.*

- **Spring General Meeting**
 - The Spring General Meeting will be held on 18th at Flywheel.
 - The meeting would begin at 6:30pm with a social starting at 6:00pm.
 - Kelley to share Annual updates including the Budget. Jamie to walk through tips on how to use public information, such as deed recordings and tax records, to do house research.
- **RHC 2024 Holiday Tour of Homes**
 - Kelley and Robin are continuing to reach out to homes. Not any new confirmed homes. Approximately 4 are interested currently.
 - 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. Lowes may also be interested.
 - Kelley has placed a deposit on the trolleys for the event weekend.

RHC Next Steps:

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

7. Conclusion of Meeting

- Meeting was adjourned at 8:51pm. Next meeting will be held Monday, April 8 at 7:00pm

Submitted by Jamie Sanderbeck, RHC Secretary, 3/27/2024. To be approved April 8, 2024