

Community Outreach Subcommittee

Notes from February 19, 2020 Conference Call

Participants: Erin Gillespie, Randy Brawley, John Carbonell
Jack Simoneau, Dave Hill, Tracy Barron (Huntersville Staff)
Jake Petrosky (Stewart)

Meeting Conclusions:

1. First efforts should target maximizing current survey participation.
2. Identify geographic areas and specific groups to ensure diverse participation.
3. Enlist Plan Ambassadors to volunteer for event coverage and to work in areas with which they are familiar.
4. Develop specific targets within the 2040 Plan process and develop a sequential series of outreach efforts all the way through fall 2020.
5. Identify scheduled events and establish a volunteer presence where it makes the most sense.
6. Continue social media efforts, including paid advertising focused on groups where increased participation is desired.
7. Continue with Speakers Bureau.

Focus Area Priorities

- | | |
|-------------------------------------|---|
| 1. Community Survey #1: | Now until March 16 th or after |
| 2. Plan Framework & Vision | April |
| 3. Draft Plan / Community Survey #2 | May – June |
| 4. Implementation Strategy | July – August |
| 5. Formal Adoption Public Hearings | Sept - Oct |

First Efforts

The Community Outreach Subcommittee conducted a conference call on Wednesday, February 19th. The intent of the meeting was to brainstorm and develop a preliminary strategy to improve outreach efforts as the 2040 Plan moves forward.

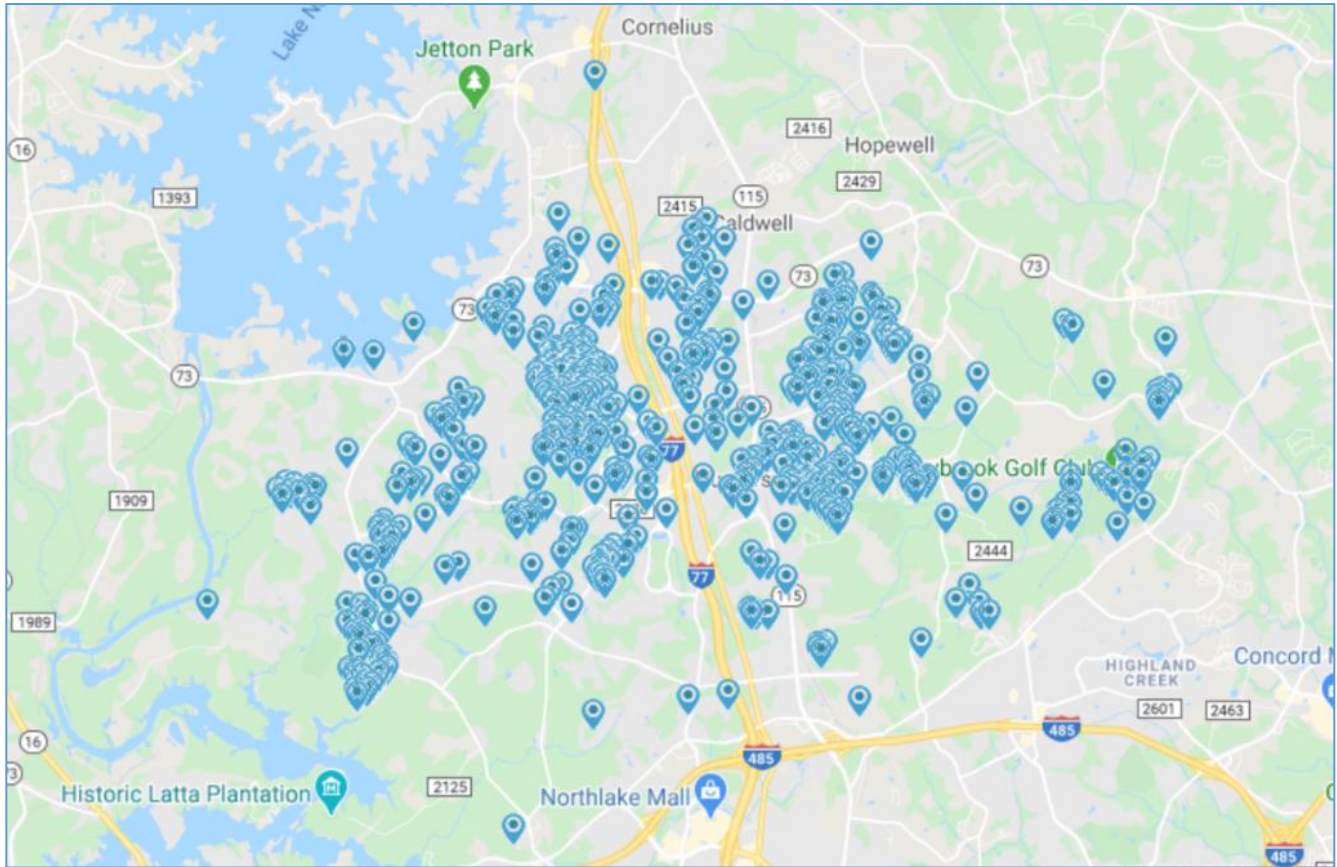
2040 Plan Public Engagement Results - February 21, 2020

Facebook Followers	94
Twitter Followers	15
Unique Website Visitors	964
Email's Opened – Survey Opportunity	376
Email's Opened – Ambassador Meeting	202
Plan Ambassadors	67
Steering Committee Members	15
Head Count @ Meetings/Speaking Events	229
Survey Participants	911

This represents 2,873 engagements, which is a 25% response rate to our outreach over the past 30 days. These numbers reflect people who have taken specific action to engage, follow or participate in the Huntersville 2040 Community Plan. Since a person may engage in multiple ways, these numbers do not reflect 'unique' individuals.

Survey Response Distribution

The map below shows the distribution of survey responses answering the question, “Where do you live, work, or most closely related to Huntersville?” This may be useful in determining if certain geographic areas need more outreach than others. We also have the ability to look at other demographic data to see if certain age or minority groups are not well-represented.



Targeted Areas

Specific actions need to be developed for the following:

1. Targeted Neighborhood: Pottstown
2. Targeted Neighborhood: Huntington Green
3. Apartment Complexes
4. Lower Income Households
5. Minorities

Historically African American churches were mentioned as outreach locations by contacting pastors and distributing information / paper surveys:

- St. Phillips Baptist Church
- Huntersville AME Zion Church
- Chapel Hill Missionary Baptist Church
- Hopewell AME Zion Church

Apartment Complexes

Randy Brawley provided a list of apartment complexes and contact info that can be used for outreach. Volunteers are needed to make contact and work with complex managers to determine the best way to get information to complex residents, probably for at least 5-6 participation opportunities.

Apartment Complex	Property Manager	Email	Phone	Street
Huntersville Apartments	Westdale		704-464-4817	300 Hunters Road
Huntersville Commons		huntersvillecommons@southwoodrealty.com	844-397-3175	10505 Huntersville Commons Dr.
Silver Collection Waterford at the Park	Pegasus Residential		980-213-0677	11920 Joleen Ct.
Colonial Grand at Huntersville	MAA	cghuntersville@maac.com	855-402-5062	9721 Rose Commons Dr.
Bexley Commons at Rosedale	Weinstein Properties	bexleyrosedale@weinsteinproperties.com	844-615-9227	13255 Rosedale Hill Ave.
	Newport Properties	cynthia@teamnewport.com	704-634-4269	13828 Hill Street
	Lake Norman Realty	jdclark1@mindspring.com	704-662-6049	9766 Blossom Hill Dr.
	Real Living Carolinas Real Estate	chuntley@wrrmail.com	704-502-1040	90 Oak Hill Dr.
	Lake Norman Realty Inc.	Real Living Carolinas Real Estate	704-662-6049	9630 Blossom Hill Dr.
Deer Hill I & II Apartments				14908 Statesville Rd
The Apartments at Birkdale Village	Greystar	birkdalevillage@savoryspiceshop.com	704-270-2737	16725 Birkdale Commons Pkwy
Parkview Apartments	S.L. Nusbaum Realty Co.	parkview@slnusbaum.net	866-556-0755	350 Commerce Centre Dr.
White Hill Apartments		pwells@cmc-nc.com	704-875-1634	300 Huntersville Concord Rd
The Marquis at Northcross		northcross@cwsapartments.com	704-895-2066	8701 Pinnacle Cross Dr.
Camden Sedgebrook Apartments	Camden	sales@camdenliving.com	704-895-1005	16930 Sedgbrook Ln.
Silver Collection at the Park	Silver Companies	SilverAtThePark@PegasusResidential.com	704-727-7421	12821 Little Penny Dr.
Apartments at Holly Crest		hollycrest@nwravin.com	704-550-8383	16408 Holly Crest Ln.
Waterford at the Park		waterford-cam@pegasusresidential.com	704-727-0318	11920 Joleen Ct.
Fairways at Birkdale Apartments	BH Management Services, LLC	fairways@milestonerents.com	704-895-2220	16501 Stonemason Dr.
The Apartment at Birkdale Village		huntersville@kilwins.com	704-987-8135	16920 Birkdale Commons Pkwy

Parks & Rec Events

There are several Parks & Recreation events that draw many visitors, especially as the weather turns warmer. Messaging will change over time will change, and most of the events are on weekends, but the types of events will attract different audiences. An action plan will be needed to prepare outreach efforts as different plan offerings become available.

2020 Parks & Rec Events Scheduled During the 2040 Plan Process

- March 14th: 5th Annual Top Deck Car Show / Veterans Park / 9am-1pm
- April 4th / April 11th / April 18th / April 25th: Jazz Concert Series / Veterans Park / 5pm-8pm
- April 5th: Pictures with the Easter Bunny & Egg Hunt / Holbrook Park / 1pm-3pm
- April 16th: Movies in the Park / Veterans Park / 7pm-10pm
- May 3rd: Hello Huntersville / Downtown Huntersville / 2pm-6pm
- May 9th – Aug 29th: Huntersville Growers' Market / Saturdays / Veterans Park / 8am-12pm
- May 25th: Memorial Day Ceremony / Veterans Park / 11am
- June 6th: HCDA June Festival / Waymer Park / 9am-10pm
- June 11th: LaLaCaboosa / Veterans Park / 6:30pm – 9pm
- June 18th: Movies in the Park / Veterans Park / 7pm-10pm
- June 19th: Just Kidding Around / Veterans Park / 9am-10am
- June 20th: Plugged In / Veterans Park / 5pm-10pm
- June 25th: LaLaCaboosa / Veterans Park / 6:30pm – 9pm
- July 9th: LaLaCaboosa / Veterans Park / 6:30pm – 9pm
- July 16th: Movies in the Park / Veterans Park / 7pm-10pm
- July 17th: Just Kidding Around / Veterans Park / 9am-10am
- July 23rd: LaLaCaboosa / Veterans Park / 6:30pm – 9pm
- August 6th: LaLaCaboosa / Veterans Park / 6:30pm – 9pm
- August 8th: Comedy Night / Veterans Park / 6:30pm-9pm
- August 13th: Movies in the Park / Veterans Park / 7pm-10pm
- August 14th: Just Kidding Around / Veterans Park / 9am-10am
- August 20th: LaLaCaboosa / Veterans Park / 6:30pm – 9pm
- August 22nd: Huntersville Latino Night / Veterans Park / 6pm-9pm



CLT Community Resource Fair (Invitation sent to Town of Huntersville)

We are excited to announce our 2020 North Mecklenburg Welcome CLT Community Resource Fair. Your agency is invited to participate!

The Welcome CLT: Community Resource Fair is scheduled for **Saturday, May 16th, 2020 from 12:00 am to 4:00 pm at the North County Regional library**. We are asking participating agencies to come out and share valuable information on services your agency provides to new arrivals to the Charlotte area. Please bring handouts and other freebies you would like to share. We anticipate approximately 100-150 guests.

Through collaborative partnerships, we can build an inclusive environment and network of support for individuals. We hope to see you at this great event. We are hoping someone from Town of Huntersville can attend this event to share information about the programs and services you provide.

If your agency can participate, please confirm by replying to this email. If you have any questions, please do not hesitate to call me at 704-416-6001. You may also email me at acorbett@cmlibrary.org.

Sincerely,
Amanda Corbett
Branch Leader
Charlotte Mecklenburg Library
North County Regional Branch
16500 Holly Crest Lane
Huntersville, NC 28078
704-416-6000 (ext. 6001)
acorbett@cmlibrary.org
www.cmlibrary.org

Speakers Bureau

Dave Hill has been accepting invitations to speak to HOA's, neighborhood groups, nonprofit groups, business associations, or any group interested in Huntersville. The current list of invitations is provided below. Anyone who knows of a group that might invite Dave (or someone else) for a presentation is encouraged to provide Dave's contact information to them.

Huntersville 2040 Community Plan: Speakers Bureau Commitments				As of 20 Feb 2020	
#	DATE / TIME	ORGANIZATION	LOCATION	CONTACT	Audience
1	Tues 21 Jan / Noon	Mayor's Monthly Luncheon	Spare Time	Mayor Aneralla	20
2	Wed 29 Jan / 6:30 PM	Mirabella, Centennial, & Bellington HOA's	Huntersville Arts & Cultural Center	Scott Harrington	12
3	Wed 12 Feb / 6:30 PM	Skybrook HOA (Annual Meeting)	Cox Mill High School	Craig Sandhaus / Susan Rouanzion	162
4	Thurs 13 Feb / 10:00 AM	Alexandriana Chapter - DAR	Mt. Zion Methodist Church	Susan Gammon	25
5	Tues 18 Feb / 6:30 PM	ToH Greenway, Trail & Bikeway Commission	Town Center	Tracy Houk / David Peete	10
6	Thurs 12 March / 7:00 AM	Rotary Club	Northstone County Club	Dan Boone	
7	Thurs 19 March / 8:00 AM	Huntersville Women's Networking Group	Town Center Rotunda	Kathy Zering	
8	Wed 11 March / 6:30 PM	ToH Public Art Committee	Town Center Rotunda	Allison Ahrens	
9	Wed 29 April / Noon	Rotary Club of North Mecklenburg	Peninsula Club	Steve Melton	

Other Ideas

Spring Clean

Water quality and stream restoration are issues that may need more public awareness. The Big Spring Clean may be coming up a little too fast to try to join in an effort in Huntersville, but the concept is an idea worth exploring while the 2040 Plan is in progress. The county's stormwater office is willing to work with the Town in providing assistance on this front.

Brewery

The idea of having an informational meeting at a brewery or other social gathering place was also mentioned.

City of Charlotte > Charlotte-Mecklenburg Storm Water Services > Volunteer > The Big Spring Clean

The Big Spring Clean (Formerly Big Sweep)

Volunteer for The Big Spring Clean! Help improve local streams and lakes in Charlotte-Mecklenburg! Each year, about 500 volunteers remove an average of 10 tons of trash! Volunteers have fun, make a big difference, and learn the importance of taking care of our local waterways.



When: Saturday, March 28, 2020
Time: 9:00 am - 1:00 pm
Bring: Hat, sunglasses, sunscreen
Clothing: Old clothes that can get wet/dirty. Sturdy boots or shoes.
Provided: Trash bags, gloves, snacks, and water

All children 14 and younger must be accompanied by an adult. Everyone under the age of 18 must have a guardian signed waiver.

Staffed Locations:

Code	Site	Meeting Place	Register	Directions
	Campbell Creek Greenway	2116 Margaret Wallace Rd. (Charlotte)	Click Here	Get Directions
	McMullen Creek Greenway	8135 Pineville-Matthews Rd. (Charlotte)	Click Here	Get Directions
	Little Sugar Creek Greenway at the Metropolitan (Wendy's)	727 Charlottetowne Avenue (Target Parking Garage)	Click Here	Get Directions
	Antiquity/South Prong Rocky River Greenway	859 South Street (Davidson)	Click Here	Get Directions
	Irvin Creek @ Matthews Independence Pointe	9614 Independence Point Pkwy (Matthews)	Click Here	Get Directions
	Briar Creek @ Methodist Home Recreation Center	3200 Shamrock Drive	Click Here	Get Directions
	McIntyre Creek @ Hornets Nest Park	6301 Beatties Ford Road (Charlotte)	Click Here	Get Directions

Family friendly site - All ages welcome

Access difficult - Children 10 and up