



2021 Annual Report

Prepared for the CharlotteEAST Board of Directors' Annual Retreat
November 13th, 2021

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The mission of CharlotteEAST is to bring together businesses, neighborhoods, nonprofits and civic organizations to develop and strengthen economic and social capital in East Charlotte communities. CharlotteEAST serves as an advocate for the area's needs and helps to market the diversity and unique assets that make East Charlotte a vibrant place to live, work, and play.



Board of Directors

Name	Term Expiration	Phone	Email	Committee Memberships
Greg Asciutto*	2022	704-322-7610	gregasciutto@gmail.com	Co-Chair: Education
Tesha Boyd	2023 (m)	704-750-8118	teshaboyd@yahoo.com	Education
Kathy Buckley*	2022 (m)	704-641-2132	kathyobuckley@gmail.com	Chair: Events
Christina Danis	2024 (m)	973-479-3533	chris.danis@comcast.net	Co-Chair: Transportation
Maureen Gilewski*	2022 (m)	980-565-7608	mgilewski240@gmail.com	Co-Chair: Transportation
Brent Gilroy	2023	301-466-9197	brentgilroy@gmail.com	Economic Development
Boris Henderson	2022	704-965-3952	borish@aldersgateccrc.com	Economic Development
J. Michael Haithcock*	2023 (m)	704-907-9155	Michael.Haithcock@gmail.com	Chair: Public Relations
Dannie Kerns	2022	704-591-0886	dkerns@att.net	Transportation
Patsy Kinsey*	2023 (m)	980-201-1446	pkinsey@carolina.rr.com	Transportation Economic Development
Sandra McPhaul*	2024 (m)	980-875-7446	sandra.mcphaul@ymcacharlotte.org	Events
Noah Mesgane	2022 (m)	704-458-3866	arcn44@yahoo.com	Economic Development
Jonathan Peebles	2024 (m)	703-786-3070	jonathanipeebles@gmail.com	Economic Development
Courtney Stallmann	2024 (m)	603-494-6421	cbstallmann@gmail.com	Education
Mike Sullivan*	2022 (m)	704.737.0215	msullivan@thenicholscompany.com	Chair: Economic Development

*** denotes member of Executive Committee**

(m) denotes second term

2021 Officers

Chair	Vice-Chair	Secretary	Treasurer
Mike Sullivan	Patsy Kinsey	Sandra McPhaul	Maureen Gilewski



Financial Reports

CharlotteEAST Financial Report - Quarter 1 (March 31, 2021)		
Revenue		
Bank Interest	1	
Total Funds:		<u>1</u>
Expenses		
Membership	0	
Donations - Community Reinvestment	960	
Sponsorship	0	
Office Expense (printing)	73	
Fees: Post Office/Bank/Professional	146	
Website and IT	10	
Meetings	0	
Grant	0	
Misc	0	
Total Expenses:		<u>1189</u>
Revenue over Expenditure		<u>-1188</u>
Balance Sheet		
Beginning Balance Sheet	37551	
Revenue over Expenditure	-1188	
Current Cash per Books		<u>36363</u>
Checking Account Balance	7,314	
Savings Account Balance	29,048	
Cash Per Bank Statement	36362	
Outstanding Checks		
Outstanding Deposits		
Adjusted for Rounding	1	
Adjusted Bank Balance		<u>36363</u>



CharlotteEAST Financial Report - Quarter 2 (June 30, 2021)		
Revenue		
Bank Interest	3	
Donations to Garinger Scholarship Fund	900	
Total Funds:		<u>903</u>
Expenses		
Membership	0	
Donations - Community Reinvestment	960	
Sponsorship	0	
Office Expense (printing)	73	
Fees: Post Office/Bank/Professional	216	
Website and IT	10	
Meetings	150	
Grant	0	
Misc	0	
Total Expenses:		<u>1409</u>
Revenue over Expenditure		<u>-506</u>
Balance Sheet		
Beginning Balance Sheet	37551	
Revenue over Expenditure	-506	
Current Cash per Books		<u>37045</u>
Checking Account Balance	7,994	
Savings Account Balance	29,049	
Cash Per Bank Statement	37044	
Outstanding Checks		
Outstanding Deposits		
Adjusted for Rounding	1	
Adjusted Bank Balance		<u>37045</u>



CharlotteEAST Financial Report - Quarter 3 (September 30, 2021)		
Revenue		
Bank Interest	4	
Donations to Garinger Scholarship Fund	900	
Total Funds:		<u>904</u>
Expenses		
Membership	0	
Donations - Community Reinvestment	1860	
Sponsorship	0	
Office Expense (printing)	218	
Fees: Post Office/Bank/Professional	216	
Website and IT	10	
Meetings	199	
Grant	0	
Misc	416	
Total Expenses:		<u>2918</u>
Revenue over Expenditure		<u>-2015</u>
Balance Sheet		
Beginning Balance Sheet	37551	
Revenue over Expenditure	-2015	
Current Cash per Books		<u>35536</u>
Checking Account Balance	6,485	
Savings Account Balance	29,050	
Cash Per Bank Statement	35534	
Outstanding Checks		
Outstanding Deposits		
Adjusted for Rounding	2	
Adjusted Bank Balance		<u>35536</u>



2021 Year-In-Review

Month	Notes
January	January 5th: Board finalized digital restructuring and streamlining of accounts (website, email, Constant Contact, social media).
February	<p>February 17th: Board finalized adoption of new CharlotteEAST brand identity.</p> <p>February 27th: Six members of the board participated in the Neighborhood Board Retreat, led by City of Charlotte Housing & Neighborhood Services; strategic priorities were identified for 2021.</p>
March	<p>March 4th: Transportation Committee held a virtual community forum on the "The future of Eastside transit, biking, walking, and trail connections" with city and county leaders.</p> <p>March 31st: Education Committee completed board's Annual Reinvestment Project, delivering gift cards from eastside restaurants to 32 teachers-of-the-year within the CharlotteEAST service area.</p>
April	<p>April 17: The UNC Charlotte Urban Institute published CharlotteEAST's City Walks tour of the Kilborne/Eastway corridor.</p> <p>April 17: Board member J. Michael Haithcock organized the first neighborhood cleanup of the year along Central Avenue (from Kilborne to Albemarle Road). Twenty-one individuals participated.</p>
May	<p>May 12: Education Committee delivers public statement to Board of County Commissioners in favor of fully funding Charlotte-Mecklenburg Schools.</p> <p>May 18: Vote on accepting Brent Gilroy as member of CharlotteEAST passes.</p> <p>May 19: Transportation Committee sends letter to the City Council requesting an amendment to the FY 2022 Budget for the addition of planning and design for XCLT2.</p>
June	<p>June 15: Board votes to approve loan of "rising sun" sign to Charlotte Museum of History for exhibit, "Charlotte: Signs of Home."</p> <p>June 29: Board publishes feature "I Got My Shot!" in neighborhood newsletter to promote COVID vaccine and address low rates of vaccination in CharlotteEAST zip codes.</p>
July	<p>July 13: Board member Patsy Kinsey presents Garinger Education Foundation with a \$1,400 check on behalf of CharlotteEAST.</p> <p>July 8: Transportation Committee sends letter of support for CATS Grant application for a pedestrian bridge over Independence Blvd at Paul Buck Blvd. and Coliseum Dr.</p>



	July 20: First in-person board meeting of 2021 is held at Aldersgate. Board receives newly branded t-shirts.
August	August 17: Crosland Southeast managing partner Tim Sittema joins CharlotteEAST board meeting to share progress and updates on Eastland redevelopment site.
September	September 1: Board member Maureen Gilewski submits grant application for the City of Charlotte's Neighborhood Matching Grant program; receives approval November 2nd. September 6: Board adopts final draft of New Member Packet .
October	October 2: Events Committee holds Fall Festival Block Party at Eastway Crossing .
November	November 6: J. Michael Haithcock organized the second neighborhood cleanup of the year along Central Avenue (from Kilborne to Albemarle Road). Twenty individuals participated, contributing hours of community service toward Neighborhood Matching Grant. November 11: Chris Danis and Maureen Gilewski are attending the UNC Charlotte Engaged Scholarship Symposium to explore opportunities for the Transportation Committee to advance our connectivity goals through a community based research partnership. November 13: Board holds in-person annual retreat at United Methodist Conference Center.
December	December 10: Events Committee will hold a community and fundraising event at the Charlotte Checkers game.



Economic Development

Committee Members

Mike Sullivan (Chair), Patsy Kinsey, Jonathan Peebles, Noah Mesgane, Latoya Faustin, Liz Millsaps-Haigler, Boris Henderson, Brent Gilroy, Lori Polite, Carolyn Millen, Kyle Kirby

2021 Goals

1. Continue to nurture and strengthen our relationships with city/county as well as state officials, developers, and eastside entities and stakeholders
2. Establish and complete community outreach projects related to three projects outlined above.
3. Continue to work internally with other CharlotteEAST committees and eastside entities to ensure positive developments in/on the eastside
4. Monitor, enquire, and share information with eastside stakeholders regarding rezoning and land use decisions that affect our side of town

2021 Successes

1. Increased Committee membership by 40% - Total members - 11.
2. Nurtured and strengthened committee's relationships with the developers of key eastside developments (Ervin Complex at Albemarle and Independence Blvd.. Cole property at the corner of Pecan and Central and The Eastland site at Central and Albemarle Road).
3. Worked with residents and community groups along Monroe Road regarding city's plans to expand sidewalks and other pedestrian improvements. Committee continues to work with stakeholders regarding establishing PED overlay along Monroe Road.
4. Organized community outreach and hosted numerous information opportunities including: Tour of Eastway Crossing Shopping Center, Discussion and tour of Habitat for Humanity's newly eastside development - Medallion @ Central Townhomes, Update of Crosland Southeast's new renderings of their Cole Property development,



Information on plans and the historic preservation of Ervin Building by G'VEST (Corner of Albemarle and Independence Blvd.), City's Albemarle Road Playbook regarding plans for streetscape improvements along Albemarle Road from Independence Blvd. to W T Harris, CATS' Silver Line light rail and the impact it will have on neighborhoods and businesses along the proposed track, and final plans and details related to the Eastland site.

2022 Goals

1. Continue to work with developers regarding the Cole, Ervin and Eastland sites.
2. Monitor and share information with eastside residents and advocates regarding plans related to CATS Silver Light Rail Line.
3. Monitor and update eastside partners on points and progress of the UDO.
4. Explore, promote and help attract amenities to the eastside.
5. Work with other CharlotteEAST committees to improve communications with eastside neighborhoods and area advocacy groups.
6. Partner with and improve connection and communications with the city's international community.

Internal structural changes to CharlotteEast's Economic Committee in 2022:

- Grow committee to 15 members
 - Elect Vice-Chair of Committee
 - Establish better means of communication between our committee and other CharlotteEast committees



Education

Committee Members

Greg Asciutto (Co-Chair), Louise Woods (Co-Chair), Tesha Boyd, Amy Hawn Nelson, S.Y. Mason-Watson, Ross Danis, Angela Burns, John Casebier, Anna Kennington, Pamela Grundy, Vince Coscia, Paris Harrell, Jen Bourne, Courtney Stallman, Colleen Grosse, Sara Kay Mooney

2021 Goals

1. Strengthen committee by identifying 5 new members by January 31st and having average attendance of 8 individuals at monthly meetings
2. See implementation of monthly internal culture survey at across CMS schools to reduce teacher turnover
3. Garinger Magnet Designation
 - Meeting with Akeshia Craven-Howell, CMS Associate Superintendent of Student Assignment and School Choice (TBD)
 - Meeting with Dr. Matthew Hayes, Community Superintendent of Northwest Learning Community (TBD)
 - Meet with majority of School Board
 - Meet with Superintendent Winston

2021 Successes

1. Grew committee mailing list from 29 to 42 individuals through organic outreach and targeted meetings, with average attendance of eight individuals per monthly meeting
2. Led CharlotteEAST's Annual Community Reinvestment Initiative
 - a. Made in-person contacts with 15 CharlotteEAST restaurants, [delivering letter](#) describing initiative and thanking them for their presence in community



- b. Made in-person deliveries to [32 eastside teachers-of-the-year](#) and delivered framed [letter of appreciation](#); coordinated with Public Relations team to promote teachers and initiative
- 3. Gave [public statement](#) in May to Board of County Commissioners in favor of fully-funding Charlotte-Mecklenburg Schools
- 4. Kicked off exhaustive community organizing campaign around CMS pupil assignment in East Charlotte
 - a. Goals:
 - i. Attract and retain our eastside families
 - ii. Establish equitable and innovative course offerings and programs in East Charlotte schools that focus on our strengths (languages!)
 - iii. Avoid hypersegregation
 - b. [Presentations/house meetings](#) with Board of Education members and key CMS stakeholders regarding our vision for Student Assignment
 - i. [5.17.2021 Meeting Minutes](#) w/Associate Superintendent Akeisha Craven-Howell
 - ii. [5.25.2021 address to BOE re: Waddell Full Language Magnet proposal](#) - covered by Observer
 - iii. 7.1.2021 w/BOE reps Carol Sawyer and Jennifer De La Jara
 - iv. 8.11.2021: w/BOE Chair Elyse Dashew
 - v. 8.12.2021: w/BOE Vice Chair Thelma Byers-Bailey
 - vi. 8.20.2021: w/BOE reps Thelma Byers-Bailey and Ruby Jones
 - vii. 10.11: w/Eastway Principal Mary Webb to discuss language offerings/vision of magnets and potential for partnerships with Garinger High
 - viii. 10.12: w/Garinger Principal Sharon Bracey to discuss vision and programming updates
 - ix. 10.20: w/Dr. Chance Lewis of UNCC (CMS Equity Committee Student Assignment Subcommittee Chair)



- c. Began letter-writing campaign as first step in public push for help to achieve desired outcomes
5. Celebrated CMS Principal-of-the-Year Larenda Denien with gift basket (local restaurant gift card, t-shirt, and letter) on behalf of CharlotteEAST

2022 Goals

1. Grow committee to average attendance of 10 individuals per meeting
2. Recruit at least one Education Committee member to join CharlotteEAST Board of Directors by October 2022
3. Renew (in some form) the 2021 Annual Community Reinvestment initiative to celebrate our eastside education leaders in 2022
4. Host one community forum (virtual or in-person) this year, either for community meet-and-greet with BOE candidates or rally for student assignment
5. Identify at least one student representative from the five high schools to join Committee to “serve” from February 1 to end-of-year
6. Have quarterly “features” of key initiatives/teachers/administrators highlighted in the Neighborhood newsletter
7. Have the Charlotte-Mecklenburg Schools Board of Education vote to adopt a student assignment plan in October 2022 that align with the vision of CharlotteEAST for the future of education programming in East Charlotte



Neighborhoods

Committee Members

Executive Board and Sharon Bodrick

2021 Goals

1. To continue to update and expand our directory of East Charlotte neighborhoods and contact information
2. To expand the neighborhood leader list to include contact information for each neighborhood in our service area

2021 Successes

1. Successfully applied for city-led [Neighborhood Board Retreat on February 27, 2021](#)
 - o Participation established eligibility for Neighborhood Matching Grant from City of Charlotte (met September 1, 2021 deadline and received approval November 2nd)
2. Created [monthly newsletters](#) filled with original and syndicated content, sent to 1,000 accounts with average open rate of 35%

2022 Goals

1. Complete internal restructuring of Neighborhood Committee by January 2022
2. Publish and distribute quarterly newsletter (replacing monthly from Sharon Bodrick)
 - o Shoot for the end of Q1, Q2, Q3, Q4
 - o News from each committee agreed upon at the executive meeting month before publication
3. Determine if definitive CharlotteEAST service area boundaries should be reassessed with new city, county, and school board maps by end of Q1
4. Create definitive list of neighborhoods (with contacts) by end of Q2
 - o Update list with Constant Contact mailing list



5. See successful implementation of neighborhood grant project (trash cans along Central Avenue)
6. Coordinate and execute three community cleanups along Central Avenue (meeting parameters of Keep Charlotte Beautiful partnership)



Events

Committee Members

Kathy Buckley (Chair), Sandra McPhaul

2021 Goals

Our goal for 2021 was to create excellent and engaging events to bring the community together in support of area businesses and neighborhoods. We were all set to assist other committees with their events as well as to create a fundraiser for CharlotteEAST.

2021 Successes

Unfortunately Covid-19 prevented in-person meetings and events for most of 2021 until vaccinations and masks made it possible to gather safely with restrictions in the fall. The Events Committee was inactive until its October 2nd Fall Festival at Eastway Crossing which was a great success for bringing neighbors into the 40 businesses at the shopping center. We will conclude the year with a Charlotte Checkers Night fundraiser on December 10th.

2022 Goals

1. Find creative ways to connect with the community using technology and safe healthcare practices.
2. Engage new committee members for a busy and meaningful 2022.
3. Continue to serve the board by facilitating events that benefit our diverse community.
4. Help plan and execute CharlotteEAST events, assisting board members and committees with promotion, catering and logistics as needed.
5. Create and manage a fundraising event for CharlotteEAST.



Public Relations

Committee Members

J. Michael Haithcock (Chair), Andrew Winkenwerder (Co-Chair), Heather Nikoncyk

2021 Successes

1. Grew [Facebook group](#) membership to 2,200 members and [Facebook page](#) to 2,300 members
2. Synced [Facebook page](#) and [Instagram page](#) to ensure content is shared on both platforms
3. Grew [Instagram page](#) from 900 to 3,500 followers since January
 - o Average of 5 posts per week with 5 daily story posts
 - o Weekly reach of 2,500 accounts with 500 accounts engaged
4. Formed solid relationships with businesses and nonprofits, in addition to working with the city and East Charlotte neighborhoods
5. Had board featured in Charlotte Magazine: "[East Side Story: The Future for Charlotte's Most Diverse Area](#)"
6. Successfully implemented [new branding](#) across all platforms
7. Assisted Charlotte Museum of History and curator Christopher Lawing with delivery of "Rising Sun" icon for "[Charlotte: Signs of Home](#)" exhibit

2022 Goals

1. Grow Instagram page to 6,000 followers by November 2022
2. Grow Facebook group page to 3,000 followers by November 2022
3. Have greater presence with our logo and art (by local artists) in public spaces along major corridors in East Charlotte (Central Avenue/Albemarle Road)
4. Have logo incorporated into the design of the new Eastland site
5. Continue bonding with city and neighborhoods
6. Acquire tablecloth, informational poster (service area and committees), and one-page informational flyer about organization with new branding by end of Q1



Transportation

Committee Members

Chris Danis (Co-Chair), Maureen Gilewski (Co-Chair), Dannie Kerns, Patsy Kinsey, Arely Guevara, Lesha Dodson, Allen Nelson, Louise Woods

Summary of committee work

We actively support community connectivity through sidewalks, trails, parks, greenways and public transportation. We educate and advocate for connectivity for the East and West communities through the CityLYNX Gold Line and the Carolina Thread Trail (XCLT2). We encourage equitable economic development and upward economic mobility by connecting people to schools of post-secondary and higher education and better paying jobs in Center City and in East communities.

2021 Goals

1. Advocate for the City to formally adopt the Multi-Modal Transportation Connectivity Resolution that the County adopted on 9/15/2020.
 - The need to get the City and County on the same page for Active Transportation understanding remains a priority.
 - In June, following the adoption of the City's 2040 Comprehensive Plan, we met with the City's Transportation, Planning and Environment committee Chair Mayor Pro Tem Eiselt and Vice Chair Councilman Egleston to take up the review of the IGR Resolution, provide their feedback to the County's adopted version then present to the Council for a commitment on a shared definition for transportation. The City remains an elusive partner in the pursuit to closely align the City and County on a shared vision for multi-modal transportation.



2. Engage City and County to operationalize the administrative, policy and programmatic needs for community connectivity via multi-modal transportation options by identifying “Near, Mid and Long Community Opportunities.

- In January Merry Oaks Neighborhood resident Nancy Pierce and neighborhood president Russell Fergusson joined our committee meeting to update us on their advocacy work for Eastway Drive and Arnold Drive multimodal connectivity to Kilborne Park. Chris joined Nancy and Russell for a CDOT meeting in support of the needed connectivity.
- In May Chris spoke at the City Council’s public hearing in support of the budget for sidewalks, Bicycle Program, Vision Zero, XCLT and Corridors of Opportunity but pointed out this section of the budget fails to recognize the need for the planning and design of XCLT2. The Transportation Committee followed up with a letter to the Mayor and Council Members requesting support for planning and design of XCLT2 in the FY 2022 budget. Councilman Matt Newton requested the amendment to the budget but it lacked council support.
- In May we utilized the UNC Charlotte Urban Institute’s Virtual City Walk to highlight the near future plans for improved pedestrian and bicycle safety and connectivity on Kilborne Drive and Norland Road and the lack of safe connectivity on Eastway Drive for multi-modal transportation to access businesses, recreation and connectivity for residents’ activities of daily life.
- In July Maureen spoke with County Park & Recreation Capital Planning Division Director Bert Lynn and the City’s Active Transportation Coordinator Scott Curry about the alignment of XCLT2 at the Eastland site. Both staff members confirmed XCLT2 is a priority and they both state they are collaborating.
- In August the Transportation Committee and its westside XCLT2 and CityLYNX Gold Line partners held a Zoom meeting with westside City Councilman Malcolm Graham to understand his level of support for multimodal east/west transit. Councilman Graham requested time to engage



with County Commissioner Jerrell and City Councilman Newton to become better informed on the subject. There will be a follow-up meeting between the east and west partners and Councilman Graham.

- In July the Transportation Committee sent a letter of support for a CATS grant to construct a pedestrian bridge over Independence Blvd at the location of the Bojangles Coliseum and Ovens Auditorium.

3. Facilitate and partner with the City and County to host East Community specific informational sessions in preparation for the 2021 Mobility Referendum.

- On March 4, 2021 the Transportation Committee hosted a virtual meeting, a City conversation on ["The Future of Eastside Transit, Biking, Walking and Trail Connections."](#) Panelists: Taiwo Jaiyeoba - Assistant County Manager, Liz Babson - Director CDOT and John Lewis - CATS CEO. Transportation Committee Chair and At-Large Representative Julie Eiselt, Vice Chair and District 1 Representative Larken Egleston and Committee Member and District 5 Representative Matt Newton were also present. 109 registered, 75 in attendance at this community meeting.

4. Continue our grassroots partnership with the Charlotte Regional Transportation Coalition (CRTC) to support the Charlotte Moves Task Force recommendations for the 2021 Mobility Referendum.

- CRTC participation to support advocacy for CityLYNX Gold Line, Bus Prioritization, Silver Line, Meck Playbook and Strategic Mobility Plan.
- In April the Transportation Committee attended Sustain Charlotte's Smart Growth Meeting; Strategic Mobility Plan.
- In April Chris and Maureen were interviewed by Ely Portillo for an UNC Charlotte Urban Institute article on bus prioritization.
- In June Maureen was interviewed by WSOC regarding the need for XCLT2 FY 2022 budget dollars for planning and design.
- In June we began work on Dannie's strategy to pilot a message board in bike shops to compare trail connectivity between cities in NC, to ask viewers



where they want to connect and to respond to a brief survey through a QR code. The purpose of the project is to keep XCLT2 an essential complement to XCLT to equitably serve the City's SMP.

- In July Chris explored an UNC Charlotte partnership for a student study of the economic impact of XCLT2 and the feasibility of community and business outreach to move it forward.
- In November Chris and Maureen will attend UNC Charlotte Urban Institute's Engaged Scholarship Symposium to seek a community research partnership to advance an economic impact study for XCLT2.

2022 Goals

1. Continue to advocate for the City to formally adopt the Multi-Modal Transportation Connectivity Resolution that the County adopted on 9/15/2020. **(Advocacy and Outreach)**
2. Facilitate and partner with the City and County to host an East Community specific informational session on the Strategic Mobility Plan (SMP) in preparation for the 2022 Mobility Referendum. **(Advocacy and Outreach)**
3. Continue to engage the City and County staff and elected officials to operationalize the administrative, policy and programmatic needs for community connectivity via multi-modal transportation options by identifying "Near" (2022-2024), "Mid" (2022-2026) and "Long" (2022-2030) Community Opportunities. **(Targeted Engagement)**
4. Continue our grassroots partnerships with the Charlotte Regional Transportation Coalition (CRTC) and seek out event opportunities within the east and west communities to advocate for east west community connectivity needs. **(Community Partnership)**
5. Grow the Transportation Committee's community involvement by adding two new community members. **(Community Partnership)**
6. Foster connections to support youth participation and diverse voices as part of the transportation committee work and in support of the CharlotteEAST mission, values and goals. **(Community Partnership)**

