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INVITING DESTINATION THINK TANK

Meeting 2 | October 1, 2015

The Big Gaps

1. There is a sense of separation in the broader community, so how can we make it feel more connected (communities, neighborhoods, people, etc.)?
2. Residents like an Awareness, education, understanding of what is out there, so how are people learning to connect with their (new) communities?

Represented Organizations & Their Current Initiatives

Arts & Science Council:

Major focus around access, working to ensure that residents and visitors can experience the arts and culture amenities in CharMeck; being carried out through the Culture Blocks Program

Charlotte Regional Visitors Authority:

Primary mission is to bring visitors to Charlotte (i.e. through sports, conventions, etc.)

Leadership Charlotte:

Works to create greater community knowledge and broader civic networks; asks the question of how to make people fall in love with the City of Charlotte; focusing on how can to get people to connect and be interested and put down roots into the community; Encounter Charlotte program works to get people involved in the community quickly

Cardinal Innovations:

Working to raise awareness around our community's major issues: Charlotte is #6 in human trafficking; North Carolina is a resettlement state with the UN, so 600 to 1000 new refugees are coming to the area every year

Key Questions

- Is there someone who can speak on affordable housing with this group?
- Is there someone from a resettlement agency who can speak to the group (Catholic Diocese & Refugee CRA)?
- How to get "public" art on private transportation hubs (Amtrak, Greyhound, etc.)?
- How can the ASC serve as a "connection" point for getting art into the community—outside of managing the art and community?
- How can art be naturally embedded in the community so that it's functional?
- What if there was one place where the community can go to see what is happening (#LivableMeck or Charlotte's Got a Lot)
 - Is there a way that information is collected in one place and fed out, so that each organization does not have to give up its own branding
 - What tools are currently out there: Twitter, Craig's List, etc.
 - Are there communities out there currently doing this work? The Map Initiative from Carolina's Healthcare?
 - How to make sure the Towns are also included?
 - How to make sure the resource is truly accessible—with internet access, language, etc.?
 - Human-based vs. technology, self-driven-based resource?





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- How can we produce ambassadors that know our communities? How can you stack the programs that currently exist (Leadership Charlotte, the Levine Museum, Crown Ambassador Program)
- How to make sure the opportunities are affordable?

The key is to address the questions, “How do I live here?”

Final New Collaborative Initiative Ideas

1. Ambassador Program for Mecklenburg County
 - a. What other perspectives are important for this idea?
 - i. Mecklenburg County Realtor Association
 - ii. Charlotte Chamber of Commerce (Rod Garvin, Laurie Lewis)
 - iii. Levine Museum of the New South
 - iv. Charlotte Center City Partners
2. Outreach Program to the Gatekeepers
3. An Informational hub that can be powered by a single entity (Charlotte’s Got a Lot or Charlotte Agenda) or self-driven (Wiki, Twitter, etc.) and encompasses all of Mecklenburg County
4. Creating more opportunities for collaboration around culture resources and place-making
 - a. Community on the Street: street closings to encourage culture
 - b. Encourage functional historical preservation

