

**Charlotte-Mecklenburg
HISTORIC LANDMARKS COMMISSION
Community Outreach Committee
December 18, 2024
Virtual Meeting
6:02 p.m. – 7:00 p.m.**

Minutes

Present

Lesley Carroll, HLC Treasurer

Andrew Dunn

Victoria Grey, HLC Secretary/Community Outreach Committee Chair

Lucas Leonard

Tahya Mock

Stewart Gray, HL Director

Elizabeth Stuart, HL Senior Administrative Support Assistant

Ginny Harper, Mecklenburg County Communication Specialist

Absent

Emily Makas

Note: This meeting was held on Microsoft Teams.

1. Chair's Report: Victoria Grey

Chair Gray welcomed everyone to the meeting.

2. Discussion of Committee and Staff Expectations

Director Gray discussed established events planned by staff and stated that it would help staff if the Committee planned events six months at a time. He explained that staff time will be limited to planned events and that the Committee might need to lead other events.

3. Discussion of Tentative Upcoming Events

a. February 1: Franks House Historic Marker Unveiling

Gray stated that he is planning this event with the United House of Prayer, which will include the church's Horns of Glory brass band.

b. February 13 or 20: Historic Bookmarks Meeting at Second Ward Gym

Senior Administrative Support Assistant Stuart stated that staff is planning a February meeting of the Historic Bookmarks Book Club that will feature *Our Trespasses: White Church and the Taking of American Neighborhoods* by Greg Jarrell.

c. May: Historic Bookmarks Meeting at Huntersville School #2

Staff stated that this event and the following events are in the early planning stages.

d. Spring: Bike Tour With Charlotte Spokes People

e. Spring/Summer: Carolina Theatre Backstage Tour

4. Brainstorm Future Events

Chair Gray stated that she would like concise messaging that tells the public what the Commission does.

Commissioner Dunn stated that the Boy Scouts could be involved in relevant events.

Ginny Harper asked if staff has presented to neighborhood communities to get work in front of the people served. Gray stated that this is not currently done but that it is a great idea. He stated that it would be good to have community leader contacts to get messages to neighbors. He stated social media would be a good outlet for this.

The Committee discussed public outreach methods including: continued social media usage; infographics; finessing language when discussing demolitions; and a photography contest.

a. Summer and Fall Events

This and the following items were not discussed.

b. Mecklenburg County Towns

c. Outen Pottery Park Opening

5. Discussion of HLC Logo

The Committee agreed that Tahlya Mock should develop logo examples with an updated hornets' nest for consideration by the Committee.

6. Old Business

There was no old business.

7. New Business

There was no new business.

The meeting adjourned at 7:00 p.m.