

Matthews CDC 2/27/18

7:10 open

Present: Members--Sarah Milledge, Jermaine Milledge, Natisha Rivera Patrick, Becky Thompson, Matthew French, Nikki Keith, Angela Lee—Town Manager Hazen Boldgett

Guests: Marca Graves-4 months new to Clt and will be moving to Matthews next month; Dick Kistler resident; Vivian Brenner-retired resident

Natisha Rivera Patrick (Matthews Habitat for Humanity ED)

Matthew French called the meeting to order at 7:10pm. He invited members and guests to introduce themselves.

Matthew asked for a motion that the minutes be approved. Angela Lee made a motion that was seconded by Becky Thompson. The minutes for the January meeting were approved unanimously.

Human Service Council—No Report

Updates on Strat Plan—No Report

Marketing Strategy Update—The Town of Matthews will maintain control of social media. Submit items to Maureen Keith for announcements.

CDC Marketing Strategy Discussion--The council determined that we would submit a request for formal endorsements of various community events that tie to mission of CDC. Council members will send events around diversity and inclusion to the Town so that we can submit to the Board of Commissioners before the March 12 meeting. Items must be submitted prior to March 5 to be considered.

Several ideas were discussed that align with the CDC mission to infuse into existing Town events. Ideas included:

Host Charlotte Pride Band to play in Matthews.

Create Multicultural festival

Promote diversity and inclusion events in the Matthews-Mint-Hill Weekly, church bulletins

Host booth Matthews Alive

Sarah recommends that we also put items that are recommendations on paper and electronically. It was also recommended to place notices in large print around the community.

Nikki agreed to create endorsement request to send to Town Board.

The meeting was adjourned at 8:17pm.

The next meeting is March 27, 2018 at 7pm.