
Meeting Minutes May 23, 2022

The purpose of this memorandum is to document the discussion at the meeting held on May 23, 2022, for the Beyond 77 Implementation Task Force. See attached sign-in sheet for a list of attendees who took part in this meeting:

Items Discussed:

- Mr. Cook acknowledged the service and dedication of former Mayor of Huntersville Jill Swain who died on April 28, 2022
 - Mrs. Swain will be missed, she had volunteered to serve in this group and was an incredible supporter and contributor during the study phase, particularly during the 3rd phase of the public engagement in April-May 2021
- Group Intros - each person talked about their organizations and their roles, along with sharing how long they had been in the Charlotte region and the first vehicle they had owned
- Mr. Rodriguez provided an overview of the background and the roles or expectations of the task force members and CRTPO staff
 - Bowstern Marketing who was one of the subconsultants during the study will be working on creating a new marketing and engagement plan for the implementation phase
- Mr. Rodriguez provided a high-level review of the four tasks for this group
 - The first task is to review, provide input, and approve a new marketing-engagement plan
 - Part of the success of the Beyond 77 Study was a strong marketing plan developed in December of 2019
 - CRTPO staff believes a new marketing plan for the implementation phase is needed, a plan on how we approach and communicate not only with the public but also with the decision-makers, community leaders, private entities, and stakeholders
 - The second task is to coordinate and advocate with other major initiatives and their outcomes such as the CONNECT Beyond, the CharMeck EJ Action Plan, Iredell County Transportation Master Plan, and more
 - Task two will be a continuous process
 - The third task will be to evaluate, prioritize, and set the course of action for the initial list of recommendations for the immediate-term (2022-2023 timeframe) and a few others from the short-term and mid-term timeframes
 - The last task will consist of providing direction on the alternative funding recommendations from the study, and how to align those recommendations with the other discussions on this topic
- Dr. Bittle-Patton asked for clarification on the example for including Atrium Health in this process
- Mr. Rodriguez clarified that Atrium is an example of an organization/stakeholder that staff will be looking from the task force members to contact for input and support to the implementation of the recommendations. Atrium and other organizations that traditionally aren't part of the transportation planning and infrastructure process

- Mr. Rodriguez provided a high-level review of the timeline for this group
 - The group will aim at meeting every other month for the next 12-15 months
 - All meetings will be primarily in-person with an option for remote participation (hybrid meetings)
 - We will attempt to meet in different locations, including public venues, and we will be asking for members to host a meeting during this initiative
- Mr. Rodriguez explained and demonstrated the Strategic Users Implementation Tool (SUIT), to provide some familiarization to the task force members
 - The three primary functions of the SUIT app are:
 - Familiarization and learning about each of the 286 recommendations (aka strategies and solutions or S&Ss)
 - To navigate (or filter) thru the list based on the stakeholder's needs, vision, resources, and/or requirements
 - Create and download a custom toolbox with preferred recommendations
- Mr. Rodriguez provided insights on the reason for developing a mission statement and reviewed a couple of examples
- An activity was conducted with the group to help develop a couple of mission statement options
- CRTPO staff to evaluate the results from the activity and create 4 to 5 drafts of mission statements for the task force to vote during the next couple of weeks

Next Steps and Action Items:

1. If any of the task force members would like to host the next meeting, please email Mr. Rodriguez by June 3rd
2. CRTPO staff to draft 4 to 5 mission statement options and email them to the group for a vote
3. The task force members to test and explore the SUIT application capabilities and functions, and provide comments on either the user interface and/or the recommendations ([Click HERE](#))
4. The July meeting will most likely be moved to the first or second week of August due to conflicts during the last two weeks of July
5. Mr. Rodriguez to send a doodle poll to select the date for the next Beyond 77 Implementation meeting
6. Staff and Bowstern will be working on a draft of a new marketing-engagement plan, and to be emailed to the group if available before the next meeting

Please contact Agustin Rodriguez at agustin.rodriguez@charlottenc.gov if any changes to these minutes are needed.

Beyond 77 Implementation - Kickoff Meeting (May 23, 2022)
Sign-in Sheet

Name	Agency/Organization	
Dr. Mike Miltich	Former CRTPO Board Chair	I
Michelle Nance	Centralina Regional Council	I
Johanna Quinn	Charlotte DOT	
Rickey Hall	West Blvd Neighborhood Coa.	I
Scott Miller	NCDOT (Corridor Development)	R
Clint Grant	Mecklenburg County	I
Agustin Rodriguez	CRTPO Staff	I
Curtis Bridges	CRTPO Staff	I
Kendall Clanton	CRTPO Staff	I
Bob Cook	CRTPO Staff	I
Brian Elgort	CRTPO Staff	I
Travis Johnson	CRTPO Staff	I
Neil Burke	CRTPO Staff	I
Judy Dellert-O'Keef	CRTPO Staff	I
Jennifer Stafford	CRTPO Staff	I
Temekia Dae	CRTPO Staff	I
Molly Collins	BowStern	I

Name	Agency/Organization	
Dr. Sylvia Bittle-Patton	Cherry Community Org.	R
Mshauri A.J. Simmons	All Means, The Males Place, UNCC	R
Andrew Ventresca	Town of Troutman	R
Andy Grzymiski	Charlotte DOT	R
Council Braxton Winston	City of Charlotte	
Tim Gibbs	Former CDOT Planner	
Bill Thunberg	Lake Norman Transp. Commission	R
Commissioner Rob Kidwell	City of Huntersville	
Tarik Kiley	Sustain Charlotte	R
Theo Thomson	CRTPO Staff	R
Kelly Robertson	BowStern	R
Randi Gates	Gaston-Cleveland-Lincoln MPO	R
Michael Johnson	Former CRTPO Board Chair	
Warren Cooksey	NCDOT (Turnpike Authority)	I

I: in-person participant

R: remote participant