Council-Manager Memo #52
Friday, July 16, 2010

CHARLOTTE.

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WEEK IN REVIEW:

Mon (July 19)	Tues (July 20)	Wed (July 21)	Thurs (July 22)	Friday (July 23)	Saturday (July 24)
5:00 PM Council Zoning Meeting, Room CH-14					10:00 AM District 3 Community Meeting, Charlotte School of Law

CALENDAR DETAILS:

Monday, July 19
5:00 pm Council Zoning Meeting, Room CH-14

Saturday, July 24
10:00 am District 3 Community Meeting, Charlotte School of Law

July and August calendars are attached. ***(see left side table of contents for attached file)***

INFORMATION:

Solid Waste Services Recycling Service Update
Staff Resources: Victoria O. Garland, SWS, 704-336-3410, vgarland@charlottenc.gov

The second week of the transition to new recycling services ran smoothly operationally with no significant collection problems.

Call volume to CharMeck 311 regarding the improved Recycle It! program decreased each day this week as follows:

- July 12 – 654 calls
- July 13 – 528 calls
- July 14 – 411 calls
- July 15 – 295 calls

Citizens are adapting to the new business schedule. However, to remind City residents of the service day changes and improved Recycle It! program, Solid Waste Services is continuing to communicate with residents using a variety of communication vehicles including:

Web/Social Media

- CMail – an article will be included in the July 21 edition to remind residents how to participate in the improved Recycle It! program and how to find their new collection day and recycling collection week.
- http://recycleit.charlottenc.gov – the site is continuously updated with information regarding the improved Recycle It! program.
- Twitter – posting appeared this week reminding residents on green recycling collection week to place their recycling carts curbside on their scheduled collection day. Staff will continue to use the City's site to post updates/reminders and link to Recycle It! web page for more information.
- Facebook – staff will continue to use the City's page to post updates/reminders and link to the Recycle It! web page for more information.

TV Media
Information on the service day changes and improved Recycle It! program aired on WBTV and WCNC

July 22 – Wesley Village Grand Opening Event
Staff Resource: Cheryl Rance, N&BS, 704-353-1235, crance@charlottenc.gov

Wesley Village, a new market-rate apartment community in the Freedom Drive/Morehead corridor, is hosting an opening celebration Thursday, July 22 from 10 a.m. – 1 p.m. Located at 2715 Wet Stone Way, Wesley Village provides new, upscale residential amenities to the corridor including an on-site dog park, yoga studio, and business lounge.

The event will highlight Wesley Village and promote the expanded residential and business opportunities located in the newly-named and branded Freemore West area. Mayor Foxx will be in attendance as well as representatives from adjacent neighborhoods, businesses and the media.

As one of the five priority corridors identified by the City Council, the City has provided support for the following infrastructure projects in the area:

- Wesley Village: $1.3M, in synthetic tax increment financing, for a road along the greenway (complete);
- Charlotte School of Law/Bryant Park $2.2M, in synthetic tax increment financing, for construction of Bryant Park Drive from Wilkinson Blvd. to Morehead (road construction to begin before the end of 2010).

August 8 – Inaugural 5K ROCK - 'N - RUN
Staff Resource: John Short, N&BS, 704-336-3862, jshort@charlottenc.gov

The City has assisted with funding for the inaugural 5K ROCK – 'N- RUN race scheduled for 8 a.m., Saturday August 14 at the NC Music Factory. The funding was provided through a Business District Organization Program (BDOP) grant to NorthEnd Partners, the business association for the North Tryon Corridor. The focus of the event is to attract people throughout Charlotte to experience the growth potential of the corridor and to showcase the redevelopment of adjacent neighborhoods.

City Council approved revisions to the BDOP grant in June of 2009 to increase the funding capacity from $10,000 to $30,000, and to expand the grant parameters to include marketing and branding efforts, special events, festivals and other types of promotional projects.

City staff is working in conjunction with NorthEnd Partners and other community organizations to plan the event that will begin and end at the NC Music Factory and take runners through the Greenville and Lockwood neighborhoods as well as by viable commercial space in the area. The finish line area will feature local bands, activities for kids, vendors and other attractions.

There is a $30 entry fee for the event ($20 prior to August 7), with proceeds benefiting non-profit organizations in the North Tryon corridor including, Crisis Assistance Ministry, Hope Haven, Inc., the Uptown Men's Shelter and Historic Rosedale.

Participants can register for the event at www.ncrockandrun.com.