



**General Board Meeting
November, 8 2021; 7:00 PM
via Zoom**

Join Zoom Meeting
<https://us06web.zoom.us/j/8454182975>
Meeting ID: 845 4182 9750
+19294362866,,84541829750# US (New York)

Minutes

VHCA Directors attending: David Brandenberger, Jess Liddick, Jim Long, Leah Matthews, Patti Principe-Winkeljohn, Amanda Scott, Barry Loudis, Jessalyn Rogers, and Katie Voelpel.
Absent: Johnson Bazzel, Mike Lewis.

Adoption of Agenda

Approval of Minutes from prior month's Board meeting

Atlanta Police Department

- **Lt. Clint Myers** - New to Zone 6. Clean Car Campaign - keep your car clear of any items, 1,541, nearly half of crimes, are theft from vehicles. Theft from cars includes firearms. Thousands of guns left unlocked in cars are stolen across the city. Will send crime stats to Safety@vahi.org

Elected Public Officials & Municipal Representatives

- None in attendance

Old Business

- Discuss Letter of Support for APS Recommendation of % Academy at Inman - Leah Matthews
 - Leah will draft a letter for the board to consider within the next month to support APS regardless of their decision, as it is theirs to determine based on their expertise and role in the community.
- District 5 Councilwoman Ide has decided to re-allocate \$35,000 of her discretionary funds leaving office to cover the Fire Station 19 renovation shortfall due to unaccounted for kitchen and Captain's office required improvement costs. Will go to Council on Monday and should be approved a week or two after.

Planning Committee - Barry Loudis

- **Variations:** None this month (1 deferral)
- **Other:** Application from a condominium to rezone a strip of land in a parcel near the Beltline and surrounding homeowners have a question of access off Pylant. No notification of the rezoning last year from NPU or city to the neighborhood but farther down the process at this point, likely to go to ZRB next for vote.

Budget Committee/Treasurer's Report - Barry Loudis

- Budgets need to be prepared in coming weeks, due Dec 15

Communications Committee - Amanda Scott



- The Voice articles received - awaiting fire station 19 write up
- Will look at improving calendar and idea to collaborate with VHDA on shared calendar
- Will look at adding clarification of VHCA and VHDA efforts
- Call for content to be included

Fundraising Committee

Summerfest - Leah Mathews, Mary Riccardi Peck

- Still looking for Chair/Co-chair for 2022 festival
- Date needs to be set soon - tends to be June 4 but review with surrounding events before pinning it down
- Bands and artist applications are reaching out for information on the date

TOH - Meghan Pendergast Dean and Brittany Thacher (Patti delivering update)

- To be held March 19. Saving cost and resources using App instead of booklet. Tickets available in person day of as needed. Restaurants no longer to be coordinated in the houses day of. Instead, sponsors have special offers to draw people in person. Will hire the same designer as VHDA (VHDA not supporting marketing or social media promotion)
- Option to include a Virtual feature of the fire station in lieu of a house on the app (same for John Howell Park). We are already paying the minimum of 10 houses; we only have 6 houses to showcase, so we can use the space for something else if we want. We could also include a hyperlink to donate to the VHCA or showcase something else like John Howell Park
- 2021/2022 Proposed Tour of Homes Budget

2022 Proposed Budget		Estimated Revenue	
Item	Cost	Item	Cost
Advertising	\$3,200	Ticket Sales (\$30/Ticket) = 670	\$20,000
Insurance	\$1,200	Sponsorship	\$20,000
Operations (includes shuttle)	\$3,600	Total Estimated Revenue	\$40,000
Printing/Artwork	\$5,000		
Website and graphic Design	\$5,500		
App	\$2,899		
Total Expenses	\$21,399		
Estimated Net Profit	\$18,601		

Parks Committee - David Brandenberger

- Ted George offer of donation for knee wall sponsorship at North Highland Park
 - Recommendation for the board to take a look at how other nonprofits handle memorials
 - Point to consider the other donors to the park and other supporters without memorialized recognition
 - Consideration of the visioning for the park and any other elements that would fit the original visioning for its passive design
 - Consideration of "In Loving Memory of Alex Timmer" instead of "Alex Timmer Wall"
 - Ted to draft a mockup of the plaque for board to consider



- Grant match for John Howell Park initial fundraiser
 - Currently just above \$24,000 with a month-end goal of \$25,000 to meet donor match
- Chabad InTown Public Menorah for this year's Chanukah season and Menorah Lighting
 - Nov 28th at 4-5pm
- Celebration at North Highland Park
 - 11/10 or 11/11 install

Social Committee - Leah Matthews

- Fall Movie Series: Friday, November 19th and Friday, December 17th
- Holiday decorating in early December (Sunday after Winterfest)
- Brainstorming ways to combine fundraising and social committee efforts

New Business

- Morningstar Storage contract for unit 231 cancelled; all items moved to 10 x 10 unit 408
- Fence posts installed at GA Power offices/substation at 689 Virginia; complaint raised by resident Aidan Caldwell.

Announcements/Calendar (All meetings are public)

- NPU-F Planning Meeting, Monday, November 15, 7pm via Zoom
- VHCA Planning Committee Meeting, Wednesday, December 8, 7pm via Zoom
- VHCA December General Board Meeting, Monday, December 13, 7pm via Zoom

Adjourn