



## General Board Meeting - Agenda & Notes August 14, 2023 - 7:00-8:45 PM

**Grace Lutheran Church**  
1155 N Highland Avenue NE  
Atlanta, GA 30306

**Zoom Meeting**  
<https://us06web.zoom.us/j/83583670169>  
Meeting ID: 835 8367 0169  
+13092053325, 83583670169# US

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**VHCA Directors:** Johnson Bazzel, Melissa Clark, Kim Gnatt, Amy Harward (not present w/ notice), Lisl Kuegemam Huber, Jess Liddick, Jim Long, Leah Matthews, Alex Saucedo, Karen-Jane Wright, Mike Lewis (not present w/ notice)

**Neighbors In attendance:** Matt, Audrey, Mark Campus, Robert McCall, Will, Anna, Mark Arnold

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**Approval of Minutes from prior month's Board meeting - Leah Matthews**

**Review Current Agenda - Leah**

### Guests & Elected Officials

#### Atlanta Police Department - Sergeant Davis

- crime last 30 days relatively same as prior to 30 days. We've carved out niche for having a low crime rate. Highest crime is auto theft. North Highland corridor and by PDL near Green's are 2 highest auto theft. Crimes tend to turn downward as juveniles are back in school.
- Overall crime against people (homicide, assault) in zone down 20%, property crime is up 20% - mostly auto crime

#### Elected Public Officials & Municipal Representatives -

- City Councilman District 6 - **Alex Wan** - not present
- State District 57 Representative - **Stacey Evans**; Kennedie McClung, Chief of Staff - not present
- US House 5th District - **Nikema Williams** - not present
- District 4 Fulton County Commissioner - **Natalie Hall** - not present

#### Variances (refer to Planning Committee summary & recommendation)

- **V-23-111** - 916 Rosedale - Rob and Jean McColl - addition inside attic, widen front porch (voted, approved 9-0)
- **V-23-114** - 774 Greenwood - variance for setback for single car carport (voted, approved 9-0)
- **V-23-115 - (R4)** 1015 Drewry - Will & Anna - represented by Mark Arnold - 3 variances incl reducing front, side & rear setback, request to exceed lot coverage, met with all neighbors who aligned on the plan. Mark & property owners revised site plan to consider the Planning committee recommendations. \*Revised Site Plan dated 8/6/23. Agree to an acceptable storm water drainage plan. Motion to approve; 56% lot coverage is conditioned upon design and installation of Atlanta Watershed department approved storm water management method of containing 6% of the lot area (voted, approved 9-0)
- **V-23-110 - (RG-3)** 920 St. Charles - variance - requesting a setback - (voted, approved 9-0)



## New Business

- **Recent small meeting at Dad's update - in attendance Leah, Kim, KJ, Mike, Jess**
  - **FRIENDS OF VAHI**
    - Decided on marketing elements. Will include President's letter (8/21 incl Treasurer report and year-end letter), Signage and Social (9/9 after Concert promotions), Email (8/31 after town hall), Farmers Market community table
    - Creating a Ways to Engage page - will be ready for Town Hall meeting
  - **JOHN HOWELL FUNDRAISING**
    - Need to assign a Parks Lead - Parks committee working on
    - Get a Parks fundraising business plan for John Howell Renovation project - by 9/1 (ideal date so we can promote at 9/9 concert). Should be role of Parks committee lead - PARKS COMMITTEE
    - Mike completed graphics for Parks Fundraising. Once business plan in place, then start the promotion using new graphics - PARKS COMMITTEE
  - **DISCUSSION AROUND 2023/24 COMMITTEE STRUCTURE**
    - Should we have a designated committee lead that is a board member for every Large committee?
      - **Year by year relook at committees, leads, what it takes to operate the committees**
    - Which are our Large committees? Can we designate them now and make sure we have a board member leading them?
    - Are there committees that we can combine to streamline? (ie. Transportation, Safety, Education)
    - Are we clear on committee roles? What is the difference between a lead/chair versus a co-chair versus supporting role? Should we write [job descriptions](#) example here
      - **New committees for new board revisit goals and members that are listed on website**

## Officer & Committee Updates

- Budget - Jess / Leah
  - Reviewed Treasurer's Report - updated through end of July. Refer to report at end of notes.
  - Tour of Homes sponsorships have started to come in. Thank You to PBS Studio, Team 360, Mark Arnold, and Atkins Park Restaurant!
- Transportation & Safety - Johnson & Amy - seeing tangible results with stop sign additions and other improvements. Liaison was assigned at VHE PTO to lead transportation. Very happy feedback from VHE parents. Do we have an opportunity to reach out to SPARK for a similar transportation liaison?
- Communications - KJ - recent VOICE featured opportunities for skills / volunteers. Discussed creating a sign-up sheet for Town Hall.
- Education - Melissa & Lisl - New Superintendent started. No other updates.
- Elections & Town Hall - Kim



- Elections - Website and emails launched Thu 8/10. [Registration](#) by 8/30. [Candidate nomination](#) by 8/30. Request for every board member to nominate 1 person. Election will take place 9/5-9/17.
- Town Hall - Web mention launched end of July. Email in VOICE on 8/10. Evite being sent to all subscribers. Agenda finalized. Presenters presentations due to Kim by Friday 8/25. Preparing 'fireside chat' format on topic of Homelessness. A-frames will go up this week.
- Fundraising/Event - Leah -
  - 9/9 concert needing volunteers to do setup (tables and chairs), breakdown, check-in table - ticket sales are running below 25%. Sponsor Riverstone Academy. Push for ticket sales
  - Tour of Homes - photos house complete. Write-ups being done. Ticketing will be live next week - with Parade Smart. Sponsors are being confirmed. Needing house captains.
- Summerfest - Alex
  - Debra agreed to co-chair. Alex and Debra leading committees.
  - Alex will provide a summary via email next week (incl exploration of moving to date to mid-late September, Financial goal 100,000 , New positioning/ re-brand)  
1st committee meeting announced town
    - NOTES FROM 8/6 MEETING
      - Consider later concert = more alcohol sales
      - Get Perpetual Groove level band
      - Consider DJs for first few hours
      - \*Charge for Kids Fest\*
      - Friday night: do a great band, still charge, is the \$\$ maker, needs more attention. Friday comedy show or improv - Friday has a lot of potential not being used. Friday night Carnival?? To appeal to young families, Battle of the Bands to appeal to teens
      - Consider a stage at VA&HI ? Possibly close off North Highland Ave
      - Fix bathroom lines - more porta potties?
      - Rebrand/ reimage - especially if we move date and evolve of the format
      - Dedicate a fundraising committee just on local biz sponsorships - partner with District, ask VHD to help us activate the businesses
- Parks - Jim Long - no updates
- Planning - Amy & Alex - no updates
- Grants- Lisl - permission to grant \$2500 per school for the 4 schools within the district , totaling \$10K (VHE, SPARK, Howard, Midtown)

### Old Business

- Email vote conducted on 7/19/23 - motion to recommend to approve the Dirty Tea application (voted, approved 7-1). The Application for a License to Sell Alcohol is Application is ALCO-0523-20982



## Announcements

### Calendar (All meetings are public)

- 2023 Meeting Calendar  
[https://docs.google.com/spreadsheets/d/1CVn8ZKN9eMTGaMALX1Vgkx\\_8gyjIZFn\\_gcjgPdUOWL/edit#gid=0](https://docs.google.com/spreadsheets/d/1CVn8ZKN9eMTGaMALX1Vgkx_8gyjIZFn_gcjgPdUOWL/edit#gid=0)

### Treasurer's Report Through July 31, 2023

Year to date, we have increased our financial position by \$7,680 and contributed \$3,763 to John Howell Park renovation through the Concert Series event in March. The details behind each grouping is included in "Budget and Actuals" table at right as well as an updated accounting is available on vahi.org.

Year to date our largest expenses outside of Summerfest and Tour of Homes total \$58,256 and include:

- \$24,786 - Neighborhood Events
- \$15,879 - Parks
- \$9,291 - Administration
- \$8,300 - Planning

#### This month's financial items to note:

- Summerfest raised \$43,597. Income was largely the same as 2022 but expenses are much less. Full accounting can be found in the Budget and Actuals spreadsheet on vahi.org.

- Concert Series ticket income is captured under Neighborhood/Social Income and expenses. The net income earned was transferred to the project funding in VHCL. VHCL enables tax-deductible, project-specific donations. That income is not reflected in the total Net Operating Income.

- Frawley and Associates are to be paid from VHCL for the John Howell Park renovation design and construction drawing costs. That expense is not reflected here with VHCA's accounting since the entities are separate.

- The profit margin on Summerfest was about 20%. This is due to a decrease in expenses compared to 2022, when the margin was 9%. Legacy range is about 20-27% and available in Budget and Actuals.

Virginia-Highland Civic Association	
Budgets and Actuals	
July 31, 2023	
	7/31/2023
<b>Income</b>	
General Income	412.62
Film Income	7,000.00
Neighborhood/Social Income	26,600.91
Home Tour Income	485.05
Summerfest Income	221,285.16
<b>Total Income</b>	<b>255,783.74</b>
<b>Expenses</b>	
Administration	9,291.30
Communications Committee	2,848.32
Grants/Donations	0.00
Decorating	0.00
Home Tour Expenses	4,005.42
Neighborhood/Social Events	24,786.02
Parks Committee	15,879.12
Planning Committee	8,300.00
Transportation/Safety Committee	560.47
Summerfest Expenses	177,688.22
<b>Total Expenses</b>	<b>243,358.87</b>
<b>Net Operating Income</b>	<b>12,424.87</b>



- For the record - Two Georgia Power accounts were transferred from Virginia-Highland Civic Association to the City of Atlanta. These accounts are in the City of Atlanta parks (JHP and The Triangle). Thanks to Alex Wan and Parks Department for their support getting the billing updated.

Dirty Tea Application - Letter provided by the applicant for parking



July 19, 2023

The Dirty Tea, LLC  
1056 St. Charles Avenue  
Atlanta, GA 30306

**REF: Letter of Commemoration Concerning Parking**

Hilan Retail, LLC, (Landlord), will provide The Dirty Tea, LLC (Tenant) with the non-exclusive, unreserved use of four (4) spaces in the parking lot at property owned by Landlord at 842 North Highlands Avenue, Atlanta, GA. Tenant may use these spaces no more than 5 days per week by tenants patrons only, during tenants operating hours stated in Lease. Tenant will pay to Landlord Two Hundred Eighty and 00/100ths dollars (\$280.00) per month in advance on the first day of each month beginning on a mutually agreeable date. This rate is subject to adjustment by Landlord with 30 day written notice.

This agreement will be further commemorated and defined by a License Agreement to be executed by both parties within 30 days of the date of this document.

Sincerely,

**THE SIMPSON ORGANIZATION**

Sandy Hilton-Jacob,  
Senior Regional Property Manager and  
Authorized Signatory

cc Gil Hearn, Senior Vice President and Asset Manager