



## General Board Meeting - Agenda & Notes November 13, 2023 - 7:00-8:00 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 (Zoom), Melissa Clark (Zoom), Kim Gnatt, Amy Harward, Karri Hobson-Pape, Lisl Kuegemam Huber, Jess Liddick, Leah Matthews, Scott Nickels (not present), Alex Saucedo, Karen-Jane Wright

**Neighbors In attendance:** Kay Stephenson, Hannah, Debbie S, Alex Cannon, Alexis Cannon

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Approval of [Minutes](#) from prior month's Board meeting - [Leah Matthews](#) - approved

Review Current Agenda - [Leah](#) - approved

### Guests & Elected Officials

Atlanta Police Department - [Chris Butler](#) - not present

### 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](#); Anita Harris - Chief of Staff - not present

### Planning Committee Variances - [Alex](#)

- Variance V-23-158 - 1085 Rosedale Dr: Variance is for the addition of a front yard porch and stoop. It falls within the 35 ft. front yard setback --> Thus need for the variance. The existing impervious surface will actually be reduced from 57.5% to 56%. There are no impacted trees and site visit did not indicate any concerns with stormwater drainage. 10/26 site visit. **The Planning Committee voted unanimously to recommend support.** [Alex Cannon & Alexis](#) - shared their update. [Motion to recommend support - 10-0 approved](#)
- V-23-136 - 875 Glen Arden: This variance went through last month, and it involved the removal of one protected tree to allow for the construction of a pool. At NPU, they chose to defer. They have returned with a revised plan where all protected trees will survive. The Planning Committee voted unanimously to recommend support prior to hearing neighbor input during this meeting.



- We reviewed it in the last board meeting. Hannah, the landscape architect joined last month and tonight. Modified the drawing to save all the trees. Square footage of impervious reduced. Current lot coverage percentage is 38.5%. Raising it to 45%. Allowable is 50%
- Neighbors in attendance Gary, Chris, Wendy & Kurt Gill. Expressed concerns with drainage, corner lot feels public, feels like a double front yard, concerns are noise, publicness, closeness to street, pool would be very visible, . Other concerns are drainage and the environment. At the bottom of the hill. In severe rain, water pools up in their driveway. Discussion how these challenges are not exactly connected to the pool construction.
- Concerns about chlorine dumping into the park. Concerned about the health of the creek. Aesthetically the fence. The fence went through the zoning process in 2021.
- Owners are not aware of the concerns being raised tonight.
- Recommendations:
  - Importance of the neighbors to discuss with each other
  - Engage the BZA to help rule over noise issues and location with the neighbors
- Hannah made the decision to defer and take the neighbors feedback and input to guide next steps.

### Officer & Committee Updates

- Summerfest - Alex
  - Dates - 6/7 - 6/9
  - Spoke with Premier that they are aligned on those dates
  - Working on Artist market platform - Zapp or Give Butter. Recommendation to go with Zapp. Approved.
  - **GOAL:** Achieve \$100K+ profit (possibly \$130K) (if not able to hit, may not replicate in 2025).
  - **KEY STRATEGIES:**
    - Reposition Summerfest to focus on what we can DO REALLY WELL – Music, Art & Fun
    - Attract 25-34 ‘singles’ audience with music resulting in \$130K alcohol sales
    - Attract 35-50 ‘family’ audience with fun & art – drive \$65-80K artist market sales
    - Maximize revenue with sponsorships (start earlier) - \$100-140K
    - Limit tactics to those that achieve fundraising goal and/or can self-fund themselves
    - Setup an effective operational structure incl appointed chairs w/ leadership capabilities for key priorities
  - **TACTICAL PLAN: Design ‘what we do well’ as an experience**
    - Schedule and map of experiences with nodes across neighborhood
    - Friday night experience 6:00-10:00: make money, feel community – at corner, bar, music stage, activate local restaurants for food



- Saturday morning experience 8:00-10:00: 5k (can we add a 1MILE, 10K?), Start Art early, Coffee truck
- Saturday daytime experience 10:00-6:00 : 2 stages, Kidsfest Artist Market, Bands are not headliners 1hr each
- Saturday night experience: 6:00-10:00– music headliners, food to stay open until 9pm
- Sunday: need to decide, consider DJ electronica
- **Chairs & Leads**
  - Music - Alex J
  - Friday night corner restaurants - Kim/Amy
  - Fri night experience - Alex S and/or Debra
  - Alcohol incl signature VaHi cocktail - Rob
  - 5k – KJ
  - Mimosa idea Alcohol – Rob
  - Art - Betty/Moe
  - Coffee truck – need lead Food
  - Kidsfest - Debra/VHE liaison Melissa/Lisl
  - Saturday night experience -need someone to lead
- Budget - Jess / Leah - Review Treasurer's Report below
  - Tour of Homes \$31K profit
  - Doubled profit to \$44K in SF profit
  - Earned \$75K from our main 2 events
  - Earned \$7k from Film income
  - Sold 20 tables for Concert in the Park 11/11
  - Will sure up the Concert in the Park and then shift the \$\$ to John Howell Park
- Communications - KJ
  - Questions re: social account, budget for 2024
- Education & Grants - Lisl
  - In social and VOICE this month, promote the runoff on 12/5.
  - 2024 Committee update
    - They would like to do more community engagement opportunities
    - Maybe meet the APS officials
    - Desire to work on both elementary schools to come together
    - Big priority this year is Safety in vestibules. Morris Brandon is a good example
    - May advocate for an SRO - funding may be available.
- Fundraising/Event - Leah & Karri
  - Events met on Friday and discussed the events desired for next year
  - Working on budget
  - Fundraising - Karri - moving forward on Friends of VAHI. Americans give money in Oct/Nov/Dec. Moving along with the brand refresh.
- Parks - Scott



- Mark Nevitt and Leah and other volunteers are putting up temp globe lights on Sunday 11/26
- Movie in the Park on 12/3 - North Highland Park
- Planning - Alex -no other updates
- Tour of Homes- Lisl - had a post event party. Going to meet with Brittany in a few weeks to get a handoff. Need to do a quick wrap-up of 2023
- Transportation & Safety - Johnson & Amy - talking to Aaron F about a Master Plan update. Last one was 2018. Awaiting on a budget estimate from him.
- Historic Preservation - Karri wrote a book on VAHI. All money for the book will go towards VHCA.
- Karri joined the Planning committee to assist with documentation, processes

**Old Business**

- [VHD and VHCA](#) conversation with Midtown Neighbors Association - Kim & Leah
- Committees to share 2023-24 Priorities, Budget & Resource needs
- **COMMITTEE TO-DO'S TO SETUP UPCOMING YEAR**
  - Determine [Committee members](#) and resource needs
  - Determine Committee [Priorities/Plans](#)
  - **Budget needs** estimate a detailed budget: [link](#) - send to [budget@vahi.org](mailto:budget@vahi.org) by Nov 15th
  - **Resource needs**

**New Business**

- [VaHi Ambassador](#) program update - Kim & Amy
  - Modeled after the Street Captain network that Kay leads
- Winterfest Float - should we do it ? need to decide
- Volunteer Opportunities 2024
  - [Opportunity Tracker](#)
  - **Check out Trees Atlanta**

**VHCA Volunteers - Events, Parks, Other**

Volunteer Opportunities - 2024

EVENT OR PROJECT	COMMITTEE CHAIR	VOLUNTEER REQUESTOR	DATE VOLUNTEER NEEDED	# NEEDED (ADD A ROW FOR EACH)	VOLUNTEER ROLE	TIMEFRAME NEEDED	SPECIAL REQUESTS	DESIRED CONFIRMATION DATE	SIGNUP GENIUS NEEDED Y/N?
TOWN HALL	KIM GNATT	KIM GNATT	2/26/2024	1	GREETER	5:30-7:00PM		2/1/2024	Y
				2	GREETER	5:30-7:00PM		2/1/2024	
TOWN HALL	KIM GNATT	KIM GNATT	8/27/2024	1	GREETER	5:30-7:00PM		9/1/2024	Y
				2	GREETER	5:30-7:00PM		9/1/2024	

**Announcements**

**Calendar** (All meetings are public)



VIRGINIA-HIGHLAND

CIVIC ASSOCIATION

- 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)
- [2024 Calendar](#)



Treasurer's Monthly Report

As of the end of October, our budget performance is +\$31,036 net for the year. A summary of actual income and expenses is below. The details behind each grouping is included in "2022 Income" and "2022 Expenses of the VHCA Budget Template and available to anyone wanting more details.

This month's financial items to note:

- Organization is operating at net \$31,036 for the year
- Concert Series ticket sales went to VHCL as tax-deductible, John Howell Park specific donations. That income is not reflected here.
- Frawley and Associates are to be paid from VHCL since they are working on the John Howell Park specific project. That expense is not reflected here.
- Still a few expenses to hit in November for Halloween fun but those don't appear to be significant
- The profit margin on Tour of Homes was about 88%.
- The profit margin on Summerfest was about 9%.
- If we did no events at all, the organization would need about \$35,000 to keep the lights on, service the parks, and consult for planning.

**Virginia-Highland Civic Association  
Transaction Report**

**January - October, 2022**

Thursday, Nov 03, 2022 10:47:12 AM GMT-7 - Cash Basis

Income	Amount
General	\$ 14,085.52
Tour of Homes	\$ 56,861.44
Summerfest	\$ 217,273.06
<b>TOTAL</b>	<b>\$ 288,220.02</b>
Expenses	Amount
Administration	\$ 12,566.20
Communications	\$ 4,323.36
Grants/Donations	\$ 17,269.79
Tour of Homes	\$ 9,319.71
Social Events (Concert 11/5)	\$ 2,830.50
Parks Committee	
Total for General	\$ 1,475.25
Total for John Howell	\$ 3,315.82
Total for N. Highland Park	\$ 3,285.59
Total for Orme Park	\$ 88.42
Total for Triangle Park	\$ 1,860.30
Total Parks	\$ 10,025.38
Planning	\$ 3,815.00
Summerfest	\$ 197,033.35
<b>TOTAL</b>	<b>\$ 257,183.29</b>
<b>Income Minus Expenses</b>	<b>\$ 31,036.73</b>