



General Board Meeting - Agenda & Notes

June 10, 2024 - 7:00-8:00 PM

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

Zoom Meeting
<https://us06web.zoom.us/j/89794061574>

VHCA Directors: Johnson Bazzel, Melissa Clark (absent w/notice), Kim Gnatt (absent w/ notice), Amy Harward, Karri Hobson-Pape, Lisl Huber, Jess Liddick, Leah Matthews, Scott Nickels, Alex Saucedo, Karen-Jane Wright

Neighbors In attendance:

Approval of [Notes](#) from prior month's Board meeting - [Leah](#) - motion to approve [Scott](#). Second by [Amy](#). All in favor (8)

Review Current Agenda - [Leah](#) - motion to approve [lisl](#). Second by [Amy](#). All in favor (8)

Guests & Elected Officials

Atlanta Police Department Zone 6 Update - [Sgt Savannah Berry](#)

Elected Public Officials & Municipal Representatives

- State District 57 Representative - [Stacey Evans](#); Kennedie McClung, Chief of Staff
*stephanie representative... Governor approved full funding for preK, something Rep Evans supported

Atlanta Beltline Update - Review construction plans and schedule - [Brittany Brewster](#)

Officer & Committee Updates

- Planning - Alex
 - Z-24-43 - Planning committee unanimous recommendation of support
 - Prohibits the construction of data centers within the Beltline Overlay District
 - Jess in favor of City and Beltline proposal due to lack of value to the community from this building type
 - 8 supported (lisl,leah, Alex, Amy, scott, Karri and Jess, KJ)
 - Z-24-44 - planning committee unanimous recommendation of support
 - Prohibits the construction of data centers within ½ mile of high capacity transit
 - 8 supported (lisl, leah, Alex, Amy, scott, Karri and Jess, KJ)
- Summerfest - Alex
 - Overall report-out / lessons learned
 - -parking passes bump in the road
 - An artist and non vendor (face painter who did not pay to participate) had personal interaction that resulted in damaged tent and feces in vendors tent.
 - No recycling containers in JHP



- Keep volunteers and EMS together
- Great feedback on Tshirts design
- Great feedback on festivals in general
- Maybe sell a poster
- Parents liked kids fest, liked closed in, artists and vendors were better than in years past, positive music, Friday was awesome
- Drewry won the street competition, and will bring back Halloween event also
- KJ- 5K could not have gone better. A couple tech difficulties, and retention between end of race and tot trot was good, raised a good amount off money, young people, old and high school, great demographic 795 runners and 65 tot trot runners, a larger % of runners did not show up(paid) which made race a better size. Last year was 792, so around 800 feels like a good sweet spot
- Conversation about expanding the footprint of the festival. This was explored in 2019.
- Motion to secure dates June 6-7-8 for 2025. Karri motion and Jess second. Vote passes with 8 in favor (lisl, leah, Jess, Alex, kj, Amy, scott, Karri)
- People were seen bringing in alcohol decreases profits from summer eat so may want to inform cops next year to heads up on this
- Pop-Up for Summerfest merch
- Budget - Jess / Leah
 - Please review Treasurer's Report - no final numbers to share yet
 - Sponsorships \$74k+ hats off to Rick and Jess
 - Shirts - how do we handle selling remaining inventory? porch pickup at Jess or other events in neighborhood? TBD
 - More hats at Town Hall would be great to be for sale. Navy hat with white writing recommended.
 - Logo - worked for Summerfest, even though it wasn't a final design. Should we change it again? Used a stopgap this year that has done well. Preference is to keep it for 2025.
- Communications - KJ- no report, great job to Megan on the banners!
- Education & Grants - Melissa & Lisl - we have given over 400k in grants since 2014. Will open grant applications up in July for schools to be funded in the fall.
- Exec Operations - Leah, Amy, Kim, Jess - no report
- Fundraising/Events - Leah & Karri
 - JHP Renovation Kicked off JHP fundraising, met with Jim Coe and Jess and Karri. Braid funding through many sources is complicated.
 - Sources - Two to one park pride match, moving forward, tsplost money and Alex wan secured funds for our district (BTW-new boundaries in 2026) park pride will be the fundraising arm for a 5%fee, or we can go our own way. Mary Frances is going to work through a Lot of this. We may hope for 4-500k from the city.
 - Online Merchandise Store - test:
<https://shirtsatlanta.com/collections/virginia-highland-civic-association>
 - Launch this through social media starting asap, IDA can send to webpage and banner



- Leah- VaHi District wants to work more with us, possible MOU to divide duties and events and share resources. More to come after setting up a meeting with more brains in the room.
- Historic Preservation - Karri
 - 8/24 Todd Memorial Celebration 10am
 - Scott / Parks to ensure that no events in North Highland Park on 8/24- can we make sure the park is not booked that day?
- Parks - Scott- got JHP cleaned up before summerfest and cleaned up surrounding area and cleared stump
- Planning - Alex Amsterdam walk CDP meeting last week. Amy spoke on behalf of VHCA. Many there also to speak in favor and against. ZRB is Thursday. Amy will be there to speak to community engagement. Then it will go to city council. All of our information about this is on the website.
- Tour of Homes - Lisl & photo shoots scheduled. many are done, so will start promoting heavily in July.
- Kim-7 homes confirmed, Transportation & Safety - Johnson & Amy

Old Business

- none

New Business

- none

Adjournment at 8:07PM

Announcements

BOARD MEMBERS ONLY: For all Board members requesting Social media placements for events, fundraising, etc. please use this. [Social Media Request Form](#)

Calendar (All meetings are public)

- [2024 Calendar](#)



June Treasurer's Report

Summerfest income and expenses are largely issued/paid, however some large items are outstanding to receive and to pay. Once accounting is updated a Budget v Actual spreadsheet will be shared to compare this year to the 10 previous years. All transactions will be reviewed to ensure accounting is aligned with the correct budget category. For example, Active income needs to be separated as two line items so we have 5k and Tot Trot as separate items for future years' review and decision making.

- Sponsor checks still to be received from 2 sponsors. The mail is taking 2-3 weeks from check dates.
- Friday night was financially successful and feedback was positive. Still collecting from silent auction winners.
- VHCA Booth was also financially successful in sales of Summerfest 2024 shirts, FS19 shirts and items to help fund the 100th anniversary event, and hats/koozies
- All expenses paid except for Imprint Theory for shirts, Run Horizon for chip timing, MixitMarketing for sponsorship commission balance.
- Premier will take remaining operating costs out of proceeds from beverage and food sales. In past years, the reconciliation has taken them weeks to compile.