



General Board Meeting - Agenda & Notes

July 8, 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 (absent w/ notice), Melissa Clark (absent w/ notice), Kim Gnatt, Amy Harward (absent with notice), Karri Hobson-Pape, Lisl Huber (absent w/ notice), Jess Liddick (absent with notice), Leah Matthews, Scott Nickels, Alex Saucedo, Karen-Jane Wright

Neighbors In attendance: Kay Stephenson, Karen Jones

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

Review Current Agenda - **Leah** - approved

Guests & Elected Officials

Atlanta Police Department Zone 6 Update - **Sgt Savannah Berry** - not present

Elected Public Officials & Municipal Representatives -

- Mayor's Office - **Charla Mitchell** - Reminder that \$250k grant still available for City of Atlanta residents that are Seniors (65+) - Resource Alert from the Mayor's Office of Constituent Services:
 - Senior Citizen Anti-Displacement Grant | Atlanta, GA (atlantaga.gov). Call the office directly at 404.330.6026 for assistance.
 - Your cooperation and support are crucial in ensuring that our senior residents are aware of and can benefit from this grant. Thank you for your continued dedication to our community
 - [Charla R. Mitchell crmitchell@atlantaga.gov](mailto:Charla.R.Mitchell@atlantaga.gov)
- 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**

- V-24-1131030 Los Angeles Ave - Molly Long via video at Planning Committee meeting - Variance deferred

Officer & Committee Updates

- Summerfest - Alex - Independent of Food and Beverage - we profited \$15K. Will know the full financial picture by the end of August. Overall traffic estimate is ~25K. Received lots of positive feedback from neighbors, artists, vendors. Artist feedback VERY positive. Bands/Music were a big hit.



- Budget - Leah
 - Expenses from Summerfest are paid, awaiting food/bev proceeds from Premier. Cash poor since a decision was made for VHCA to pay vendors and bands instead of Premier like in previous years.
 - Treasurer requesting a volunteer to save pdfs of invoices from about 90 emails in VHCA inbox to 2024 folder for 501c4 compliance
 - Motion to transfer \$50,000 out of \$90,153 total balance VHCA's Wells Fargo Business Savings into either a high-yield interest-bearing savings account at Wells Fargo or CD at no more than 6 months.
 - Motion to recommend support to transfer \$50K out of the WF savings account into a high yield account or CD. Second motion. Passes 6-0 voted in support.
- Communications - KJ - no update
- Education & Grants - Melissa & Lisl - no update
- Exec Operations - Leah, Amy, Kim, Jess - no update
- Fundraising/Events - Leah & Karri
 - Online Merchandise live - Ida posting on website shortly
 - Friends of VAHI - progress, push July - Dec
 - Decide give-away (umbrellas?)
 - Film - reduced interest, including VH Safety, inquiry from VHD
 - Transition to Friends of JHP
- Historic Preservation - Karri
 - Partnership with Atlanta Preservation Center
 - Exploring walking tours with APC
 - 8/24 - Todd Memorial Celebration scheduled in North Highland Park
 - 10/6 - FD #19 100th, Speakers confirmed, Panel/sign development, Kids activities
 - Kicks off National Fire Safety week
 - Alex Wan will be in attendance, Fire Chief will be in attendance
- Parks - Scott
 - Great cleanup in John Howell prior to Summerfest. Thank you to all volunteers. Trees Atlanta assisted with additional volunteers. Thank you Trees Atlanta.
 - North Highland Park - Mark Nevitt agreed to coordinate park liability options for neighborhood events. Will coordinate with Jay.
 - Development of new 501c3 to receive and hold City-related funding and grants funds for John Howell Memorial Park Renovation efforts
- Planning - Alex - no updates
- Tour of Homes - Lisl & Kim
 - All 7 homes have been photographed by Craig Bromley.
 - Currently building website for ticket sales, home content. Need to finalize in next 3 weeks



- Homeowners completing a survey that answers detailed questions about their homes incl design choices, builder/architects. Will help us create unique content for social, web, PR
- Ticket Sale push will begin the first week of August. Committee using July to prepare content to start the initial phase of marketing. Marketing committee has been formed. Plan has been laid out incl posts, emails, etc
- Received a quote for P.R. Same partner as Summerfest. Need to decide if we should approve the budget to do the expense. \$3500 cost that we didn't have in 2023
- Sponsorship selling has begun. Allison is doing excellent job. Already have 4 committed Home and Map sponsors with \$7500 . (Copper Sky, Chatel Group, Sarah Murphy at Compass), Ansley Home cleaning is an in-kind cleaning sponsor. We are aiming to get at least a \$2,500 sponsor for each of the remaining 4 homes, plus a \$2,500 map sponsor and \$8,000 presenting sponsor. We are willing to do more than one home sponsor. And we have unlimited \$500 benefactor level sponsorships remaining.
- Hired Watercolor artist to paint the 7 homes as gift for homeowners and use in marketing materials
- Transportation & Safety - Johnson & Amy
 - The annual VHCA and PropelATL Bike to Middle School Class!
 - Free and open to all rising 6th-8th graders!
 - Sun, July 28, 9 AM - 11 AM
 - Pre-Registration required using this link:
<https://forms.gle/fnHoDvLs6EcSYDJZA>
 - The class will bike from the VHE parking lot, to Howard, and back via The BeltLine, teaching the class bike safety and etiquette along the way
 - Please spread the word! Social Media and Voice postings begin this week

Old Business

- Public Monroe Complete Streets public meeting:
 - Thursday, July 11th at 5:30 P.M.
 - The United Methodist Church, 458 Ponce De Leon Avenue NE Building A, Suite 1
 - All neighbors are welcome.
 - We will have Transportation Committee members there, and the VHCA Safety and Transportation and Planning Committees are planning to have a separate meeting to give ADOT our feedback
- BeltLine Update:
 - The 2024 BeltLine SubArea 6 master plan draft can be found [here](#)
 - The Transportation and Planning Committees will be formally providing feedback
 - NPU-F will vote to recommend adoption on 8/21



New Business

- Board of Directors [Election 2024-25](#) - refer to document for all details and dates
 - Requested deadline to confirm existing board member incumbency 8/1. Will give us time to nominate other candidates prior to the 8/30 submission date.
 - Discussion around changing Election dates to coincide with the Town Hall. Regroup before next Election deadline to make decision.

2024 Key Dates

- 7/8 - July Board meeting request incumbents to confirm by 8/1
 - 8/12 - 8/30 - Open call for nominations and resident registrations to vote
 - 8/12 week promote via **VHCA Social and VOICE**
 - 8/30 - Deadline to opt-in to vote and declare candidacy
 - 8/26 - Reminder **VHCA Social and VOICE** to opt-in and/or nominate and attend Town Hall
 - 8/27 - Annual Board of Directors meeting (Town Hall meeting)
 - 9/3-9/15 - Election / Voting
 - 9/2 week promote via **VHCA Social and VOICE**
 - 9/9 week promote via **VHCA Social and VOICE**
 - 9/16 week promote via **VHCA Social and VOICE - Final reminder**
 - 9/20 Confirm new Board members
 - 9/30 or 10/7 - 1st board meeting
 - 10/1/24 - 9/30/25 New Board term
- Town Hall scheduled for 8/27
 - Need to determine location. Kim to request VHE as a placeholder. Leah to look into the YWCA and City Church to see if 8/27 date is available.
 - Who would like to lead this meeting - need to get started on agenda and securing speakers?
 - Possible agenda topics: Summerfest recap, APS Superintendent introduction, City Council candidates, Monroe Complete Street, Beltline Rail, Gun Safety, Mental Health, Feature Midtown High Civic Student/example, and/or Community example, Get out the Vote (consider Fulton County mobile unit for voter registration). Leah & Amy to brainstorm ideas and share back with the group.
 - Keep date as 8/27. Discussion around changing Election dates to coincide with the Town Hall

Announcements

VHCA Board and Committees: [Social Media Request Form](#)

Calendar (All meetings are public)



- [2024 Calendar](#)