



**General Virginia-Highland Civic Association Board Meeting
Minutes**

February 9, 2026 - March 9, 2026

Board Business Conducted Electronically after Official Board Meeting Adjourned

VHCA Directors: Adam Faust (President), Tim Langon (Vice President), Karri Hobson-Pape (Secretary), Mary Frances Jones (Co-Treasurer), Rob Glazer (Co-Treasurer), Miguel Barrios, Melissa Clark, Kevin Cronin, Amy Harward, Jennifer Hardwick, Alex Bevel Jones

February 26, 2026

Motion (Tim Langon / Mary Francis):

Motion to approve Summerfest 2026 proposal from Rob Glancy, including revised Summerfest scope and budget. Budget as described will be included in VHCA annual budget vote at March board meeting.

Motions Passed 6 in favor/ 5 opposed.

Adam Faust	<i>Oppose</i>	Melissa Clark	<i>Oppose</i>
Tim Langon	<i>Approved</i>	Kevin Cronin	<i>Approved</i>
Karri Hobson-Pape	<i>Approved</i>	Amy Harward	<i>Oppose</i>
Mary Frances Jones	<i>Approved</i>	Jennifer Hardwick	<i>Approved</i>
Rob Glancey	<i>Approved</i>	Alex Bevel Jones	<i>Oppose</i>
Miguel Barrios	<i>Oppose</i>		

Proposal for Streamlined Summerfest 2026 & Plan for 2027+

Rob Glancy <georgiamortgages@gmail.com>

Sun, Feb 22, 2026 at 6:43 PM

To: "board@vahi.org Board" <board@vahi.org>





On behalf of Tim, Karri, Kevin, and myself, we're sharing an alternative option for the 2026 Summerfest. This proposal builds on the extensive work by Alex and Chris, creating a revenue opportunity for the VHCA this year.

We believe future profit opportunities depend on the scope, budget, and execution outlined for this June. A strong 2026 event will help us evaluate and envision the event's long-term future right afterward.

See details below. Note: We shared this with the executive committee on Friday, aligning with Amy's exec. committee email from this past Monday.

Proposal for Streamlined Summerfest 2026 & Plan for 2027+

We wanted to update you all on the meetings that have taken place this week with regard to Summerfest with long-standing VHCA partners, Premier Events (Laura Valente), Chris Clark (Public Safety/FBAC) and Betty Baumann (Artist Market). A group of Board members, plus Pierce Pape and Chris F have engaged them in our challenge and respectfully created a new proposal.

Please find below the proposal and fleshed out budget for a streamlined SF 2026.

We want your feedback and would request that we set up time to discuss this Monday 2/23 before or after the VHCA Selig Planning Townhall.

Overview

Overall the concept is a shift away from the heavy music focus and expense while driving more emphasis on high quality arts festival, kids activities at JHP, which we believe is more representative of the fabric of the neighborhood and a somewhat underserved market.

Model differentiates us more from Porchfest and other intown festivals.

Porchfest (May) - Music focus. Revenue driven by beer sales. Target: Young Adults

Summerfest (June) - Arts Festival & KidsZone/5K focus. Revenue focus on pre-registration (artists, runners, kidszone) and sponsorship with guaranteed presold food vendor / food truck space. Target: Family-focus.

Key Changes

- The **full committee leadership** has been confirmed. Leaders are in place. We are actually ahead of last year's schedule now.
- Expenses have been brought down by ~\$100k while keeping net income projected at \$42K, increasing the **profit margin to 16%** by working closely with Chris Clark, Premier and Betty Baumann.
- **Risk** has been drastically reduced so we don't have as much financial exposure for weather events.
- **Music** and production has been drastically downsized, with focus on NH intersection. Porchfest will be the music festival. SF will be the superior family friendly arts festival+ The DJ stage deck also included for JHP. Possible small neighborhood provided kids stage (Tim Langan to talk to Celeste)



- Will also have **5K and profitable kidszone**. Premier has added more novel activities to kidszone, and we will presell wrist bands to drive interest in the kidszone and offset the cost prior to the event. In addition to Waterworld and other activities, a video wall will be on site to play games, movies, to also engage parents and kids and drive food / bev sales. Wall can also be used for sponsor ads.
- Artist and infrastructure **move-in early Saturday** morning and neighbor “party” Sat evening (TBD) at NH/VA intersection. Security costs reduced as a result of these changes and **festival time adjustments** (Sat 11a-6p, Sun 11a-5p).
- **Premier will handle sponsorship**; they feel very comfortable raising \$40K. Rick's contract is cancelled and per the terms of the contract, we have zero exposure.
- Per Betty, artists have clearly stated their preference not to combine arts festival with high volume music/drinking audience.
- 2 key marketing messages for 2026 – more social ads, graphics and content for each of these specific messaging points and programming tactics to hit target audiences for each.

Bridge for Future: We can be prepared if Dogwood changes.

- We have had conversations with a festival management company that *could* take over SF management in 2027 and pay VHCA on-going fee (rev. share model) *if we bridge this year*. (e.g. \$20-25K)
- Viable 5K option from Sloane at Horizon to move to a purely rev share model.
- This model will still provide revenue for VHCA, with very little labor/volunteer and no risk/liability.

2026 Leadership

Co-Chairs: Chris Freimuth & Rob Glancy

Artist Festival Chair: Betty Bauman

5K Chair & Tot Trot: Sloane (committee with Rob Glancy, Pierce Pape, Adam’s wife)

Merchandise Chair: Bob Tallini

Kidsfest Chair: Paul Linfantino (plinfantino@yahoo.com)

Music / Dad Bands Chair(s): Premier (Laura Valente), Tim Langan, Alex Bevel Jones (?)

Volunteer Chair: Karri Hobson-Pape

Marketing: Patsy? / Premier

Sponsorship: Premier

Budget

	WHAT	DESCRIPTION	INCOME	EXPENSE
SPONSORSHIP INCOME		net income after sales commission; based on \$40K gross income	\$ 32,000.00	

BEVERAGE CONCESSIONS INCOME		gross revenue less 15% commission	\$ 80,000.00	
	Structured as a management deal vs % deal	less beverage expenses		\$ 39,057.00
FOOD VENDOR INCOME		gross revenue less 18% booking fee	\$ 18,000.00	
CITY OF ATLANTA PERMIT FEES				
	CLASS D Event 2,000 - 9,999 attendees	Application Fee- Large Gathering Permit		\$ 50.00
	For 5K - Road Race	Application Fee- Assembly		\$ 50.00
		Permit Fee- Outdoor Festival		\$ 750.00
		Permit Fee- Cooking Permit		\$ 66.00
		Permit Fee- EMS Monitor fee - estimated		\$ 1,080.00
		Permit Fee- Fire Monitor - estimated		\$ 1,080.00
		Permit Fee- Tent Permit		\$ 350.00
STAFFING				
	SITE CREW - PREMIER	Site Crew		incl in PE CONTRACT
	POLICE + FBAC	Includes Road Race security call (\$3550)		\$ 40,052.50
	Crew water / ice			\$ 800.00
INSURANCE				\$ 5,000.00
MARKETING/ADVERTISING				\$ 10,000.00
SITE/PRODUCTION				

	Tents	Tents, Tables/Chairs, beer garden tent additional seating		\$ 8,500.00
	Fencing, barricade and Traffic delineators	cones/delineators; can be reduced based on no main stage		\$ 3,500.00
	First Aid	EMS		\$ 1,500.00
	Radio rental	Radios		\$ 800.00
	Power - generators and fueling	Power		\$ 6,000.00
	Portable restrooms	Toilets		\$ 4,200.00
	Golf cart rentals	Golf Carts		\$ 1,900.00
	Signage	wayfinding and event sponsor branding signage, includes stages, entrances, general wayfinding signage		\$ 4,000.00
	Waste management	Trash-clean up - dumpsters - Ward revised quote, whitten coming		\$ 12,850.00
	Water station supply fees	free water stations required for permit		\$ 400.00
	Contingency	5%		\$ 2,500.00
ARTIST MARKET				
	Application and Booth fee income		\$ 85,000.00	
	Artist awards			\$ 1,200.00
	Juror fees			\$ 400.00
ENTERTAINMENT / PRODUCTION				
	North Highland stage deck + audio + lighting + DJ deck			\$ 8,500.00



	N Highland performers	multiple performers during all event hours		\$ 5,500.00
	John Howell Park -DJ	DJ - 2 days - all event hours		\$ 1,500.00
	Performer / crew food			\$ 400.00
KIDZ ZONE	<i>Moves into John Howell Park</i>			
	Income from wristband sales (presell) and on site sales	\$15 a wristband; 500 kids a day	\$ 15,000.00	
	Bounce House Rentals - Waterworld	2 days of rentals, staffing and generators		\$ 12,000.00
	Kidz booth rentals	face painting, sand art cart, and activity booth rental fees, patrons pay vendor direct for these activities	\$ 1,500.00	
	Wristband sales / redemption staff	Staff or this could be neighborhood volunteers		\$ 850.00
5K Road Race	* Please note security details for Road Race is in security costs listed above under staffing (\$3550)			
	Contractor		\$ -	\$ 2,500.00
	Director		\$ -	\$ 2,500.00
	Operations			\$ 170.00
	Participant Registration Fees		\$ 26,000.00	
	Race Shirts			\$ 5,500.00
	Supplies			\$ 4,000.00



February 15, 2026:

Motion (Adam Faust / Amy Harwick):

Email from Adam Faust:

Hello everyone,

Thank you all for your time, effort, and thought put into determining the best thing to do for the community around Summerfest. I know it's a very, very difficult decision for all of us.

This evening we determined we have two viable options for Summerfest. For those who were at the meeting tonight, please feel free to add anything I may have missed in the Options criteria.

Please vote by **9pm Sunday evening**.

Option 1: Scaled back version

- Artist market: set-up Saturday morning, close Sunday evening.
- 5K (assuming have volunteers)
- Kidsfest (assuming have volunteers)
- Food trucks
- No bands
- Receive most fees before event and likely to breakeven with the potential Premier can bring in sponsorship money

[Link to budget scenarios](#)

Option 2: Defer to 2027

- Committee doesn't stop planning and keeps momentum going to rework what Summerfest will be in 2027.

Warm regards,

Adam

Motion (Adam Faust / Amy Harwick):

Motion for Option 1 above.

Motions Fails 3 in favor/ 6 opposed / 2 abstain.

Adam Faust	<i>Oppose</i>	Melissa Clark	<i>Oppose</i>
Tim Langon	<i>Approved</i>	Kevin Cronin	<i>Approved</i>
Karri Hobson-Pape	<i>Approved</i>	Amy Harward	<i>Oppose</i>



Adam Faust	<i>Oppose</i>	Melissa Clark	<i>Oppose</i>
Mary Frances Jones	<i>Oppose</i>	Jennifer Hardwick	<i>Abstain</i>
Rob Glancey	<i>Abstain</i>	Alex Bevel Jones	<i>Oppose</i>
Miguel Barrios	<i>Oppose</i>		

Respectfully submitted by:
Karri Hobson-Pape