

MINUTES
CITY PEOPLE BOARD OF DIRECTORS MEETING
PHOENIX BOARDROOM
FEBRUARY 18, 2008

The City People Board of Directors met Monday, February 18, 2008 in the Boardroom of The Phoenix Building on Gay Street. President Blake Valentine convened the meeting at 5:45 p.m.

Attending were directors Trisha McKinney, Chuck Pierce, Debbie Roberts, Greg Sherrill, John Stancil, Blake Valentine, and Lisa Wiles. Observing the meeting was Sam Maynard.

Absent were directors Anne Victoria, Jeffrey Gleeson, Kim Henry, Robert Hubbs, Zibbie Kerin, Lorie Huff, and Patti "P" Smith.

Secretary Sherrill provided a summary of the January 21 minutes.

President Valentine provided a financial report, which showed total assets, liabilities and equity of \$9,656.34. Net income for the period January 19, 2008 through February 18, 2008 showed net income of -\$330.21, largely from Sunsphere event admissions, membership dues, and t-shirt sales. Expenses for the same period were \$754.79, mostly from Sunsphere expenses.

President Valentine noted that the recent event at the Sunsphere was an enormous success, and that the event broke even financially.

Director Wiles reported that she had ordered another batch of 50 t-shirts as requested at the last board meeting, and that the new batch was ready for pick-up at Tribe One.

President Valentine said that he had asked Director Chuck Pierce, an attorney, to briefly review the proposed Promotions Policy draft submitted by Secretary Sherrill. Pierce noted that the draft contained the two major protections that he would have recommended; to avoid promotion of any events or programs of a political or religious nature. Secretary Sherrill volunteered to print copies of the policy to be distributed and voted upon at the March meeting.

Alternative sources of revenue were discussed. Directors Wiles and Roberts are working on contacting the business partners of City People to touch base and get their ideas on adding value to their membership. Wiles suggested that all City People Business Partners should be paid members, especially since the annual membership dues are just \$40 per business. The structure of business dues was questioned, namely, whether one business partner paid membership allows all employees to attend an event? It was suggested that rates should be set by number of employees. President Valentine asked Wiles and her committee to review this and make recommendations back to the Board at the March meeting.

It was noted that the City of Knoxville Web site listing of City People Business Partners is badly out of date. Secretary Sherrill volunteered to contact the CBID about their site and ask that it just refer people to www.citypeople.org for a current listing of business partners.

For two reasons, all City People members are encouraged to show their card when visiting a downtown business and inquire about a City People discount. First, this helps to get the word out

about City People, and secondly it lets business owners know how many City People are out shopping.

President Valentine reported that he has checked with Willis for insurance needs, and that an umbrella policy that would cover City People events would cost between \$1,000 and \$1,300 annually. This would not cover officer and director liability. He will ask them to attend the March meeting to explain policy options and to field any questions.

The PayPal account is still not functional, and needs to be resolved in order for City People to collect monies owed for the Homes Tour tickets. Valentine will meet with Sarah Tipton and Treasurer Gleeson in the next few days to get this issue resolved. It was suggested that the Web site be “jazzed up,” and that we take a look at providing the newsletter electronically in lieu of in print format, which would save the expense of printing and mailing. Director Wiles offered to speak with Mike Shonenburger about possible design help for the site and newsletter.

Director Wiles reported that the Crown and Goose, a new British Pub located on Central, has offered to host a food tasting with cash bar exclusive event on a Monday in March or April. The Board decided that March 31 would be a good target date, and discussed charging \$10 per person to cover food expenses. Director Wiles will work with Crown and Goose on this event.

President Valentine reported that the Knoxville Museum of Art wants us to have an event at the museum along with an exclusive tour by the curator. April 21 was tentative suggested, and Director Wiles and Secretary Sherrill will work with KMA to determine a date and details.

Director Robert Hubbs has resigned his seat on the City People Board due to time constraints, but indicated to President Valentine that he wishes to remain available for consultation and help to City People. His seat will not be filled at this time.

President Valentine recognized Sam Maynard, Director of James White Fort, who is asking for a grant funding request for up to \$5,000 for expenses associated with Cherokee Days at James White Fort. He explained that the Fort, as a local historical property, receives very little in the way of state or local funding and has significant expenses. He said he understands City People would likely not be able to fund the entire amount, but is asking for an amount deemed to be feasible and appropriate by this Board. His deadline for finding would be the first of June. Discussion of the grant funding was postponed until the March meeting.

It was suggested that grant funding reporting should be available online and in the newsletter.

A possible wine tasting event was discussed for Market Square or the Tennessee Amphitheater. Discussion on this was postponed until the March meeting.

There being no further business, the Board adjourned the meeting at 6:51 p.m. Minutes submitted by Secretary Greg Sherrill.