

MINUTES
CITY PEOPLE BOARD OF DIRECTORS MEETING
D.I.A. BOARDROOM, 402 S. GAY ST. ROOM 201
MARCH 16, 2009

Directors Present: President Kim Henry, Danielle Kriger, Trisha McKinney, Juli Neil, Treasurer Charlie Pierce, Greg Sherrill, Patti "P" Smith, Vice President Blake Valentine.

Absent were directors Carolyn Boetger, Zibbie Kerin, Secretary Debbie Roberts, Sarah Tipton, Kim Stovall, and Anne Victoria.

President Henry called the meeting to order at 5:38 p.m.

On a motion by Director McKinney, seconded by Director Kriger, the minutes of the February 16 Board of Directors meeting were approved. Motion carried.

Treasurer Pierce distributed copies of the financial reports showing total assets, liabilities and equity of \$4,021.47. Net income(loss) for the period February 17, 2009 through March 16, 2009 was (\$550.91), which included \$220.00 in income from dues and a \$300.00 donation from Wells Fargo. Expenses for the same period were \$1,070.91, which included a grant in the amount of \$1,000.00 to Dogwood Arts Festival and the remainder being printing and telephone expense.

President Henry introduced Charlotte Tolley who handles marketing for the Market Square District Association (MSDA). Tolley explained that for the past couple of years, City People has provided a \$1,000 grant to help defray expenses of the Downtown Farmers Market but got very little in the way of publicity in return. She explained that an annual membership in the MSDA would cost \$150, and a co-op membership would be \$100 per month. This option would cost \$1,350 per year, but would give City People much more exposure through the MSDA newsletter, table presence at the markets, and listing on the MSDA and Farmers Market websites.

Directors asked if we would be able to sell City People t-shirts, etc. at a table during the farmers markets. Tolley responded that she thought a table about once a month would be possible. We would also be able to put City People brochures and information at the MSDA table at any time. Tolley departed to allow the Board time for discussion. In discussion, directors noted that cash flow would have to be evaluated. President Henry will work with Treasurer Pierce on this, and will also check to see if we could join as co-op members for a partial year.

On a motion by Director McKinney, seconded by Treasurer Pierce, City People will pay \$150.00 to become an annual member of the Market Square District Association. Motion carried.

President Henry indicated that a grant request had been received from Old Gray Cemetery for a fall program. On a motion by Director Sherrill, seconded by Vice President Valentine, discussion of this grant request will be postponed until the June meeting of the Board. Motion carried.

President Henry said that a grant request in the amount of \$1,500 had been received from Bark for the Park. Vice President Valentine provided background information, explaining that Petsafe Corporation and other donors have provided \$110,000 to the City of Knoxville to help build the Downtown Dog Park, but that total costs were expected to be \$180,000. After reviewing plans,

the city now believes a modified construction can be done initially for \$125,000, leaving a funding gap of \$15,000 and the need to secure private and community donations. Director Sherrill, calling on previous discussion, asked if there would be sufficient cash flow for a grant of this amount. On a motion by Vice President Valentine, seconded by Director Smith, the grant request was postponed until the April meeting of the Board. In discussion, Valentine said that he would return in April with more information on exactly how City People could be recognized. Motion carried.

Director Victoria provided an update on the City People Downtown Dash One Mile Certified Run, which takes place on Friday, June 5, 2009. Registration forms have been completed and were distributed to directors. Each director was asked to secure 20 runners for the event to help ensure strong attendance. It was agreed that the registration form should be distributed to members at least three times; in March, April and May.

Director Victoria thanked Director Patti Smith for donating the logo at no cost. Victoria said that the next meeting of the Downtown Dash Committee would take place on April 1.

Director Henry provided an update on the City People Downtown Homes Tour. Vice President Valentine explained that we could outsource a portion or all of the event management to Center City Events, but that a total outsourcing would cost \$3,000. It was agreed that a date needs to be set immediately, and that committees need to be appointed to start work on this project.

In a discussion of future membership meetings, it was decided that the April meeting will take place at Rita's Frozen Ice on Market Square. Rita's is one of our newest business benefits partners. Locations for the May and June meetings are TBD.

The Membership Committee reported that City People information had been distributed to all businesses on Market Square, and they will begin following up with these businesses soon. It was also decided that the Committee will look into various business partnership levels.

Vice President Valentine reported on the new website, reporting that we hope to go live with the new home page on March 23. Sean Alsobrooks will conduct training for site administrators next week.

Director Kriger handed out information on upcoming volunteer opportunities throughout the downtown community.

On a motion by Director Sherrill, seconded by Director Neil, the meeting was adjourned at 6:42 p.m.

Minutes submitted by former secretary Greg Sherrill.