

MINUTES
CITY PEOPLE BOARD OF DIRECTORS MEETING
D.I.A. BOARDROOM, 402 S. GAY ST. ROOM 201
SEPTEMBER 15, 2008

Directors Present: Treasurer Jeffrey Gleeson, Trisha McKinney, Zibbie Kerin, Chuck Pierce, Debbie Roberts, Secretary Greg Sherrill, Patti "P" Smith, President Blake Valentine, Anne Victoria, and Lisa Wiles.

Absent were directors Kim Henry, Lorie Huff, and Vice President John Stancil.

Others Present: Kim Bittinger of the Knoxville Ice Bears.

President Valentine called the meeting to order at 5:40 p.m., working in reverse order on the agenda in order to allow Kim Bittinger from the Knoxville Ice Bears to address the Board early in the meeting.

Treasurer Jeffrey Gleeson distributed monthly financial reports showing total assets, liabilities and equity of \$7,971.99. Net income(loss) for the period August 19, 2008 through September 15, 2008 was \$322.90, which included \$395 in income from dues and \$65 from the sale of t-shirts and wine glasses. Expenses for the same period were \$137.10, most of which was newsletter printing and postage.

President Valentine introduced Bittinger, who is Marketing Manager for the Knoxville Ice Bears. She has suggested a City People event on season opener night, Friday, October 24. The Ice Bears will be unveiling the championship banner that night, and will be having a special ring presentation ceremony for players. A group rate would be available to members, and we could be seated in a group section. Additionally, other sponsorship/partnership opportunities exist throughout the season such as Chuck-A-Puck fundraisers, and manning a table with City People information in the lobby. Secretary Sherrill volunteered to coordinate arrangements with Bittinger for the season opener event.

Discussion took place regarding the Holidays on Ice proposal that was received at the August meeting. Some directors had pointed out that the skate for kids promotion that was suggested in August might not reach our intended audience, and President Valentine had received another proposal from Kristi Reynolds to purchase advertising on the east side of the chiller enclosure building. This would be a 12' wide by 16' high space with a wrapped City People message created by Lamar Advertising, at a cost of \$1,500. On a motion by Director Smith, seconded by Director Pierce, City People will contract with Knoxville Holidays on Ice for a 12' by 16' advertising space located on the east side of the Market Square chiller enclosure building for the duration of the 2008 skating season. President Valentine appointed himself and directors Smith and Wiles to work together to create the advertising message. Motion carried.

Secretary Sherrill noted that a grant request was received from Susie Dew of World Grotto for money to purchase cooler units to house grocery items, but that the request was incomplete. The Board noted that City People could not, as a non-profit, subsidize a private business as a matter of precedent even though the creation of a downtown grocery store would definitely benefit downtown residents.

Committee Reports:

Director Victoria presented a summary report of the One Mile Run Committee. She will email an update to directors after the meeting with more complete information. The Committee is looking for a First Friday date to hold the run, possibly in June of 2009. It was noted that spring might be better in order to allow college and high school students to participate. President Valentine will be working to secure sponsorship opportunities. The Committee will meet in the next few days to hammer out more details.

Director McKinney reported that the membership committee had met recently, and determined that there is still a large percentage of downtown residents and businesses that are not aware of City People. The Committee is suggesting gift baskets for new residents and businesses, and a possible new resident social.

Secretary Sherrill was asked to solicit members for committee participation in the next newsletter.

Director Roberts noted that three locations have been secured for the November progressive dinner, along with helpers for each home. She will be sending an Evite in mid-October, and will supply an update for the October newsletter.

Secretary Sherrill noted that a request had been received from a business member regarding the number of cards and benefits available for business member employees. The question was referred to Director Henry as chair of the business partnership committee. In the same vein, discussion took place regarding the possibility of increasing business membership rates in order to create more funding for Web site development and expansion of Web-based services.

The meeting was adjourned at 6:46 p.m.

Minutes submitted by Secretary Greg Sherrill.