

**MINUTES
CITY PEOPLE BOARD OF DIRECTORS MEETING
BLUE SLIP WINERY, 105 W. JACKSON AVE.
OCTOBER 19, 2009**

Directors Present: President Kim Henry, Zibbie Kerin, Danielle Kriger, Treasurer Charlie Pierce, Greg Sherrill, Patti "P" Smith, Sarah Tipton, Vice President Blake Valentine, and Anne Victoria.

Absent were directors Carolyn Boetger, Trisha Lyons, and Secretary Debbie Roberts.

President Henry called the meeting to order at 5:35 p.m.

On a motion by Treasurer Pierce, seconded by Director Smith, the minutes of the September 21 Board of Directors meeting were approved. Motion carried.

Treasurer Pierce distributed copies of the financial reports showing total assets, liabilities and equity of \$8,822.84. Net income(loss) for the period September 22, 2009 through October 19, 2009 was \$5,447.13, which included \$265.00 in income from dues, \$6,010 income from Downtown Homes Tour ticket sales and sponsorships, and \$30 from t-shirt sales. Expenses for the same period were \$857.87, which included mostly Homes Tour printing expenses and \$17.56 in telephone expense.

Treasurer Pierce said that there was still considerable money in the PayPal account that needed to be flushed into our bank account. In summary, President Henry reported that the Homes Tour had \$11,615 in gross sales, with approximately \$3,600 in expenses (some expenses may still be outstanding.)

On a motion by Director Sherrill, seconded by Director Kriger, the financial report was accepted. Motion carried, with applause from those present!

President Henry reported on two outstanding sponsorship requests. The first, in the amount of \$1,500.00 to Center City Events for Knoxville's Holidays on Ice Rink, was approved at a previous meeting and would be paid now that Homes Tour income had been realized.

The Board discussed a sponsorship request by Movies on the Square (Downtown Knoxville Public Library) in the amount of \$1,000.00. Directors noted that the run of movies had just been completed, but that the application was received three months ago. City People has not sponsored this event previously. On a motion by Director Kerin, seconded by Director Pierce, City People will award a grant of \$1,000.00 to the Downtown Knoxville Public Library for Movies on the Square. Motion carried.

The Board discussed recent requests for event promotion by both member and non-member entities. Per the City People Promotions Policy, event information should be received by the 15th day of the month preceding in order to appear in the newsletter and/or on the website. It was agreed that there was not sufficient time to promote the events in question. Also, the Board discussed a request for promotion from a for-profit entity. The directors agreed that City People should adhere to the Promotions Policy requirement that publicity be granted only to non-profit

organizations with a benefit to the downtown community, as space permits. Director Sherrill will attempt to make the Promotions Policy more visible on the website.

Director Kriger introduced the possibility of securing a City People intern for administrative help. This could potentially help with City People events and membership duties, while providing valuable non-profit administrative experience for a local student. The directors expressed interest and agreed to look into the possibility at a future meeting.

The City People Night at the Knoxville Ice Bears season opener is scheduled for Friday, October 23. Director Valentine will promote the event to membership via the website and an email, and Director Lyons will be asked to promote the event on Facebook.

The interaction of the website, database, newsletter, and membership functions (cards, etc.) were discussed. It was noted that we have up to eight people responsible for various communications and membership functions, and that has created inconsistencies that could cause member and/or business partner information to be listed incorrectly or be omitted from one or more sources.

Directors agreed that the current, updated database file should be used for all emails and e-vites.

President Henry said that she will be sending information on the First Night sponsorship request to Board members via email.

President Henry said that she will be exploring doing an annual report at the end of the year that would detail membership growth, event history and attendance, grants provided to downtown organizations, etc.

President Henry solicited director input on any needed changes to the Bylaws. Directors identified issues such as officer duties and voting by email that need to be addressed.

Director Valentine suggested that the Board consider making the Downtown Homes Tour an annual event. While this would mean more work, there certainly seems to be enough homeowners and interest to make it work. Some directors said that it might actually be easier to pull off this event on an annual cycle. A specific suggestion for the next Tour was to prepare name badges identifying the owners of units on tour.

Director Victoria indicated that the Knoxville Track Club is eager to partner with us again in 2010 for the second annual Downtown Dash one-mile run.

Director Sherrill was asked to add information about the election of officers and new Board terms to the website.

Member Angeline Campbell was recognized, and indicated that she had not been receiving email communications from City People after joining three months ago. The directors agreed that this was an issue and agreed to address this issue per earlier board action.

On a motion by Director Pierce, seconded by Director Sherrill, the meeting was adjourned at 6:41 p.m.

Minutes submitted by former secretary Greg Sherrill.