

Hardin Valley Business and Community Alliance (HVBCA)

Wednesday, February 17, 12:00 noon, Virtual

Meeting Minutes

- I. Welcome – Sage Kohler, HVBCA President. State Farm. 12:02pm.  
Thanks to everyone for being on time and joining us.
- II. Approval of last month's minutes – call for corrections or amendments to the minutes.  
Motion to accept by Lauren Chesney, second by Eric.
- III. Introductions - 30 seconds each attendee  
Cara Ford – Farragut Press & Hardin Valley Living  
Charlene – Hardin Valley Living  
Lauren Chesney – King University, bachelors and masters programs; Leadership campaign for Lymphoma Society  
John Gargis – Valley Church Pastor, currently meeting at HVA 5pm Sundays, Ash Wednesday Service tonight at Maple Street Biscuit; Building permitting phase, former HVA parent  
Adam Wilson – Real Estate Broker, in HV for 2 years, engage through schools  
David Schilling – Hardin Valley Church of Christ, student ministry, YOKE  
Sage Kohler – State Farm new location to the house formerly used by Fellowship Church  
Terry Hill – District 6 County Commissioner; writing a resolution to honor Virgil “Hack”; thanks to Adam Wilson for community engagement; HVA Rohawktics dedication this afternoon 4:30p  
George Lucke- Edward Jones financial advisor; office behind McDonalds  
Jennifer Wilson – BioPure of Hardin Valley; new to the area and to HV; commercial and residential; company started in 2016  
Kim Frazier – HVPA and HVA Foundation; will provide a monthly growth and development report; will provide growth stats presentation in April  
Philip Torbett – US Bank; Cedar Bluff and HV branches; Wealth Management and Business Banking; wife is pediatrician at the UT Pediatrics office  
Alisa Pruitt – realtor with Keller Williams; involved in the Karns & HV for many years; serve on the Event Committee  
Brooke & Hannah Hatmaker – Hard Knox Pizza  
Denise Douglas – UPS Hardin Valley 6 years  
Joe Matlock – Matlock Tires, 3<sup>rd</sup> generation tire and service center; happy to be in the Valley  
Travis Thompson – HV Optical 7 years, optometrist; wife joined his practice in July; new parents  
Paul Rome – Regions Bank HV Branch; lived in HV for 15 years; very engaged; HVES Silent Auction is looking for sponsors  
Sage – add a “what’s going on in HV” segment to our agenda  
Rob Speas – HVA Principal; wrapping up winter sports; wrestling and track took home state titles; Rohawktics event  
Eric Wolburg – Regions Bank mortgage lender; HVBCA Treasurer

- IV. Political Updates – meeting with TVA proposed improvements; find info on HVPA facebook page; property owners will be notified around March 15 regarding proposed route; community engagement is ongoing; TVA is considering public comment
- V. Education Updates – see Rob Speas’ intro above
- VI. Growth & Development- HV continues to be the fastest growing area in all of Knox County; a new home is built every 32 hours; road improvements ongoing; schools at or over capacity; TVA power line update and proposed route; asked for advocacy support
- VII. What’s Going On in HV – group agreed that this would be a great addition to the agenda
- VIII. Speaker Spotlight – Hard Knox Pizza (won “drawing” last month)  
Hannah Hatmaker, Marketing and Events Coordinator; passion and love for HV and for community; fresh ingredients and fresh dough; it’s not about “pizza” but about “people” – love for community; partnering with schools; provide a place to gather; Hard Knox Virtual Run for the Schools in January raised \$1500 for the schools; partnering with parents Monthly Kids Reading Log; FC Alliance Soccer Team Support; partnering with Realtors to give new residents a free pizza to welcome them; hannah@hardknoxpizza.com
- IX. Meeting Discussion
  - a. Bylaws – adopted last month
  - b. Founding Members opportunities – to be presented and discussed; pay additional amount to be named a founding member; 3 levels of founding membership – Platinum \$500, Gold Level \$300, Silver Level \$150. Terry Hill motion to approve, John Gargis Second, Discussion – Cara Ford asked for details of each level; Sage to provide more details and benefits of each level; Eric Wolburg asked if the levels are for individuals or for business – Sage answered “per company”; Call for vote on the concept to be further detailed, all in favor, motion passes.
  - c. Call for vote on Board Members; Sage Kohler- President, Rob Speas – VP, Eric Wolburg – Treasurer, Kim Frazier – Secretary  
Terry motion to vote in acclamation – all in favor. Board Members approved.
  - d. Membership dues \$50 / annual membership- voted and approved last month; bank account established and dues can paid to HVBCA; an invoice will be emailed to everyone
  - e. Committees NEED VOLUNTEERS
    - i. Communications – most critical need; Kim Frazier, Cara Ford, Charlene
    - ii. Program – VP is lead, begin with guest speakers in April
    - iii. Membership – need more volunteers – will finalize flyer that was presented last month for distribution
    - iv. Events – need volunteers
      - 1. First suggestion from the community is a Christmas parade
  - f. Promotional Materials
    - i. Website place holder is there [www.HVBCA.org](http://www.HVBCA.org)
    - ii. Email is working [info@HVBCA.org](mailto:info@HVBCA.org)
    - iii. Flyer discussion – colors and bullets points were mentioned; listing members was also mentioned
  - g. Other Items – “drawing” for next month’s Spotlight Speaker
- X. Closing – next meeting March 17 – Recognize it is Spring Break; trying to stay with third Wednesday of each month. Adjourned at 1:05pm

