

Hardin Valley Business and Community Alliance (HVBCA)

Wednesday, August 18, 12:00 noon, Orange Hat Brewing

Meeting Minutes

- I. **Welcome – Dr. Rob Speas, HVBCA Vice President & Principal, Hardin Valley Academy 12:00pm.**  
Thanks to everyone for being on time and joining us. Welcome to our guests. Brief introduction of Dr. Speas, Principal of HVA.
- II. Prayer and blessing by David with Hardin Valley Church of Christ
- III. Brief introductions of members.
- IV. Approval of last month's minutes – call for corrections or amendments to the minutes, Motion by Kim Frazier, Second by Charlene. All in favor. Approved.
- V. Membership is \$50 annually, if you have not submitted your application, please do so. Email interest to [info@hvbc.org](mailto:info@hvbc.org). Meetings are set for the 3<sup>rd</sup> Wednesday of every month. Beginning September, visitors are welcome to attend twice without membership status
- VI. **Treasurer's Report – Eric Wohlburg, absent. No report- following is from the July 2021 mtg:**
  - a. \$7300 in the bank account
  - b. Executive Board approved spending \$1500 for website development
  - c. Executive Board approved spending \$20 per month for constant contact email
- VII. **President's Report – Sage Kohler, absent. No Report.**
  - a. Executive Board did not meet this month
  - b. New Committee has been formed and we are looking for committee members.
- VIII. **Program:** Rob Speas. Calendar of topics. Speakers will be announced for the following month at each meeting.
- IX. **Membership:** Welcome Shelby Brooks as the new Chair, Travis Thompson, Adam Wilson, Phillip Torbett, George Lucke, new committee member Ruth
  - a. Working on list of businesses in the Valley
  - b. Working on Messaging
  - c. Membership After Hour Event in the Fall
  - d. Membership Blitz Event – to invite potential new members to attend, again this Fall.
- X. **Events:** No Report. Alisa Pruet
  - a. Board recommended an annual kick ball tournament to the Events Committee.
  - b. Efforts to create a Community Needs Committee to work on community projects. A park is a suggested project. Kim Frazier scheduled to meet with Knox County's new Parks & Recreation Director.
- XI. **Communications:** Jennifer Wilson
  - a. Jennifer Wilson asked for correct logos for the website and the correct phone number. Send to [info@hvbc.org](mailto:info@hvbc.org).
  - b. Constant Contact is a new application that we are using to reach members. Please be sure to open your emails and to check junk email. Open rate is 37-40%.
  - c. Nehemias has volunteered to be our social media coordinator. Need to provide him with access to accounts.
- XII. **Community Needs Committee:** new committee formed to identify the needs and visions of the community.
  - a. Kim Frazier presented adopting the HV Sign as one of the community service projects to assist the Hustons with maintenance and upkeep. An estimate to weed and trim the shrubs around the sign is \$55.

- b. Partnering with the Hustons on community liter clean up events so that they can occur more frequently.
- c. Kim is meeting with the new county Parks & Rec Director to discuss the process for a community partnership park.
- d. Looking for committee members to join us.
- e. Considering a slogan for the community needs committee. Envision the Valley was considered but it would detract from Envision Karns, a similar group, who has existing branding and messaging. The committee will consider other slogans and present next month.

XIII. **Political Updates** – Terry Hill

- a. Still waiting on census data to begin redistricting discussions within county commission.
- b. Kim Frazier provided an update that the construction of the new NW Elementary School has been delayed by one year for a fall 2023 opening.

XIV. **Education Update** – Rob Speas

- a. Great start to the new school year
- b. Adjusting to the new schedule
- c. 1:1 technology is helpful
- d. Covid cases are present. They do not foresee a mask mandate.
- e. Big football game Friday night, Karns in Hardin Valley
- f. Sponsorships for HVA Message Board

XV. **Special Guest Speaker** – Gabe Bolas, Knoxville Utilities Board, CEO, Member of the 2018

Leadership Knoxville, dad to two HVA graduates, currently has one student at HVA, long time HV resident, active HV family. Informational brochure distributed. Discussion on menu of services and service areas. 26 years with KUB, engineer, and now CEO. KUB is getting into the business of broadband. If you have an electric meter at your home, you will be eligible for the new broadband services. Discussions started over a year and half ago before Covid. Gaps in communities all over the county and an effort to secure support from the state and local governments. 200 new employees will be needed over the next few years. 7 year build out with over 5000 miles of wire. \$700Million project. Uncertain if LCUB will follow suit and provide broadband services. Competition keeps rates down and services up. Yellow pipes in the ground throughout HV to meet growing needs due to new development. Natural gas services is a beneficial program. Electric vehicle owners are eligible for a credit. Solar business is growing but challenging due to trees, weather conditions & sunlight (return on investment) – community solar project for citizens to buy in to solar. 450k customers. 1050 employees. Big into community service – KUB provides employees with 8 hrs per year.

Q&A – What type of skills and qualifications are needed for new employees – all skill sets; hoping to work with CTE programs; example – lineman can make up to \$100k; grow the next generation of technicians and engineers; skilled labored 75% to 25% degree. Will be creating a Call Squad to handle new service. Job postings will be public KUB.org. Great internship program, 50-60 students per year.

Governor Lee working to pass funding for expanding work force development statewide. KUB has a great relationship with education partners. KCS has a robust CTE program and KUB works with local schools. KUB will compensate individuals for training and schooling. Video is being produced to highlight career opportunities within KUB.

Adopt a Highway and road clean up is a big service project for KUB employees. Happy to connect interested employees with the HVBCA Community Liter clean up.

XVI. **Business Spotlight Speaker** – Tori Baker, Spine & Sport Physical Therapy

Located near King College. Tori's interest in PT started in high school athletics and enduring injuries. Spent some time in Florida and was looking for a true southeast home and a great place to share her skills and talents as Registered PT. She believes in an individual approach to treatment without the red tape. Company is locally owned and operated by a local physical therapy. 6 clinics in the area who care about the communities in which they serve. Access to

physical therapy is better than ever. You can see a PT for 90days without a referral. The pandemic has allowed PTs more flexibility to treatment options for patients. Call any clinic to schedule an appointment. Physical therapy isn't just for injuries, it is great for pain. EastTNSpineSport.com Accepts major insurance plans.

XVII. **Communications – Cara Ford. Absent, No Report.**

XVIII. **Business**

- a. Next meeting will be at the Orange Hat Brewery on Wednesday, September 15 . There will be a food truck so come a little early to get some food.
- b. Please send applications and checks to  
HVBCA  
11519 Hardin Valley Rd.  
Knoxville, TN 37932

XIX. Door prize winner is Dawn Walsh

XX. **Business Spotlight for Next Meeting:** Shelby Brooks

XXI. **Special Guest Speaker Next Meeting:** Lifestyle & Leisure in the Valley is the topic

**Meeting Adjourned: 12:56am**