

Hardin Valley Business and Community Alliance (HVBCA)

Wednesday, July 21, 12:00 noon, Orange Hat Brewing

Meeting Minutes

- I. **Welcome – Sage Kohler, HVBCA President. State Farm. 12:00pm.**
Thanks to everyone for being on time and joining us. Welcome to our guests. Brief introduction of Sage Kohler.
- II. Prayer and blessing by John Gargis.
- III. Approval of last month's minutes – call for corrections or amendments to the minutes, Motion by Kim Frazier, Second by Rob Speas.
- IV. Sage shared info on membership. Up to 24 members. Thanks to Rob Speas for coordinating our speakers, last month was Russell Bivens. Membership is \$50 annually, if you have not submitted your application, please do so. Email interest to info@hvbc.org. Meetings are set for the 3rd Wednesday of every month at State Farm's new location next to Food City. Beginning September, visitors are welcome to attend twice without membership status. First membership event scheduled for the Fall. Board met to discuss business. Looking for someone to join and Chair Committee.
- V. **Treasurer's Report – Eric**
 - 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
- VI. **President's Report – Sage Kohler**
 - a. Executive Board met and approved spending and discussed Fall events and Committee roles
 - b. Communications Committee met. Cara Ford, John Gargis, Jennifer Wilson. Will maintain website hvbc.org. Site will include an events calendar and map with business locations. Nehemiah interested in heading up social media efforts.
 - c. Membership Committee met. Philip, Kim, Denise, Travis, George
 - d. Still in need of volunteers to serve on the Events Committee.
- VII. **30 second introductions.**
- VIII. **Program:** Rob Speas. Calendar of topics. Speakers will be announced for the following month at each meeting.
- IX. **Membership:** Travis Thompson, Kim Frazier, Adam Wilson, Phillip Torbett, George Lucke,
 - a. Kim Frazier provided a brief overview of the Committee's role and responsibilities and the need for one more committee member and a Chair.
 - b. Membership After Hour Event in the Fall
 - c. Membership Blitz Event – to invite potential new members to attend, again this Fall.
- X. **Events:** Hannah Hatmaker, Alisa Pruett
 - 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:** Cara Ford, Jennifer Wilson, John Gargis
 - a. Jennifer Wilson shared about the launch of the website. Updated logos are needed for the website. Send to 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%.
- XII. **Political Updates –** Kim Frazier announced that Knox County Commission is voting on Monday, July 26 on the construction agreement for the new Northwest Sector Elementary School

- XIII. **Education Update** – Rob Speas
 - a. Valleypalooza August 4
 - b. First Day of School is August 9
 - c. July 26 Parent Meeting for new schedule

XIV. **Special Guest Speaker** – Keith Wilson, Director of Career Technical Education

CTE programs are focused on career and technical paths. Wide range of studies that students can select: 16 different career paths. Programs and electives for students. The idea of college for all has been expanded to identify the reason for college and or the reason for different career paths and skill set training in the trades. Focus on practical learning experiences that meet the needs of our communities, students, and workforce. Federally funded. High quality career preparation. Access to college and post-secondary training and or education. Preparing students to be successful, not just graduate. Academic readiness. Assisting students with career path planning using students' skills and aptitudes. Briefing on Ford Next Generation Learning Program. Building connections with community partners for student experience.

- XV. **Business Spotlight Speaker** – Dana Pumariiega with Farm Bureau Insurance. Long time HV community partner. Enjoy the opportunity to serve HV residents. Played soccer at Carson Newman and coaches soccer leagues. Philosophy that it takes a team in life and in a career. Heart for volunteering and encouraging students to exceed.

XVI. **Communications** – Cara Ford (**Sage and Jennifer gave briefing**)

XVII. **Business** – Sage Kohler

- a. Next meeting will be at the Orange Hat Brewery on Wednesday, August 18 . 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

XVIII. **Business Spotlight for Next Meeting:** Tori Baker, Spine and Sport Physical Therapy

Special Guest Speaker next Meeting: Gabe Bolas with KUB

Meeting Adjourned: 1:17pm