

Hardin Valley Business and Community Alliance (HVBCA)

Wednesday, November 17, 12:00 noon, HV Church of Christ

Meeting Minutes

I. **Welcome – Kim Frazier, Secretary**

Thanks to everyone for being on time and joining us. Welcome everyone.

Reminder to sign in so that we can keep attendance. Sign in sheet. (Will do introductions of members at the end of the meeting as time allows.)

II. **Prayer and blessing** by one of our church partners – David Schilling, HV Church of Christ

III. **Brief introductions of guests** (member introductions held to the end of the meeting as time allows)

Welcome Charles Martin with Food City, Tonya Hobbs – local author and business owner, Representative from Emerald Youth Foundation

IV. **Approval of last month's minutes** – call for corrections or amendments to the minutes.

Motion by Dawn Walsh, Second by Shelby Brooks. All in favor. Motion passes.

V. **General Announcements and President's Report- Rob Speas:**

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. Please open emails and check junk email / spam folders. Visitors and guests are welcome to attend twice without membership status. Permanent home for our meetings is now HV Church of Christ – thank you. We are adding a new topic each month to announce events going on in HV. Anyone can announce an event at the end of the meeting during membership introductions.

-HVA PhoneAThon – TONIGHT, 5:30pm – 8pm

3 pillars of the HVA Foundation: professional and student development, technology, facilities

-HVA Teacher luncheon Tuesday, November 23. Kim Frazier has a sign up sheet for volunteers.

-Turkey Trot in HV on Thanksgiving benefits HV track and cross country programs.

- HV Youth Basketball sign up on Facebook HV Youth Basketball. Keith Galloway

-Monday December 13, Christmas in the Valley. Set Up Sunday December 12

Executive Board Reports...

VI. **Treasurer's Report – Eric Wohlburg:**

- a. \$8000 in the bank account: money to leverage opportunities to serve
- b. Insurance payments are coming up
- c. Not a lot of money going out

VII. **Programs Report- Rob Speas:** Calendar of topics. Speakers will be announced for the following month at each meeting. December's speaker will be focus on the topic of lifestyle and leisure, but we may want to focus on the holidays.

VIII. **Membership Committee Report- Shelby Brooks:**

- a. Working on Membership Directory List. Hoping to print a directory in 2022.
- b. 36 members to date.
- c. Please confirm your email is correct and submit logos.
- d. Working on details on the list of businesses in the Valley – electronic files.
- e. Working on Messaging for printed materials
- f. Extend invitations to neighbors and businesses to join us
- g. Updating flyer for the Executive Board to review
- h. Membership Social - After Hour Event still in discussion

- i. Membership Blitz Event After January 2022– to invite potential new members to attend still in discussion. Asking for volunteers. Hard Knox Pizza will provide beverages and food to thank volunteers.
- IX. **Events Committee Report- Alisa Pruett and Hannah Hatmaker:**
- a. HVA Teacher Lunch November 23 – need a few more volunteers. Thanks to everyone.
 - b. Work with Membership Committee to organize Membership Blitz / Social event after January. Hard Knox will sponsor food and beverages for volunteers.
- X. **Communications Committee Report- John Gargis:**
- a. Reminder for correct logos for the website and the correct phone number. Send to info@hvbc.org. Working with a graphic designer. December 12 is the deadline for logo submission.
 - b. First draft of the flyer is almost completed. Working through some technical issues.
 - c. Constant Contact is reporting an open email rate of 37-40%. Please be sure to open your emails and to check junk email. John has previous experience in IT and had some tips to keep emails out of junk or spam. He is working to simplify the communication process. Add the email address to your contact list and that will help keep emails out of spam or junk. Also, go into spam or junk and click box at top – click safe sender in spam or junk email to keep emails from going to junk.
 - d. Website is updated to add events.
- XI. **Community Needs Committee / Valley Vision- Kim Frazier:**
- a. There is a signup sheet for anyone interested in joining this committee. We do not have a set monthly meeting, but hope to meet on November 30 at Beaver Dough Joe in Karns to honor Mr. Hackworth.
 - b. Sponsorship of the HV Community to assist the Huston family with maintenance and upkeep. If you have an event or announcement that you would like displayed, let us know. Sherwin Williams donated paint to repaint the sign.
 - c. Fall community liter clean up November 6, 9am Food City – was a huge success! 80 volunteers. Thanks to all of our community partners.
 - d. Creation of the County Land Use, Transportation, and Park Plan is moving forward and stakeholders will be announced in early December, and public meeting schedule to follow. Encourage participation.
 - e. Chrys Huston and Kim Frazier have been in discussions with Knox County about a possible piece of property for a community building / park. We are still coordinating schedules and will hopefully have more to report next month. This could require a capital campaign for a public private partnership.
 - f. Veterans Needs – thanks to our drop off partners, deadline is Dec 1.
 - g. Ellison property – Thank you to everyone who rebuilt the Ellison Fall Display. Mr. Ellison and Kim Frazier are discussing the creation of a Christmas tree light display. Sponsor a tree. We have the county’s blessing and Mr. Ellison will provide electricity. This will take a while to coordinate, so the idea is to create a yearlong fundraising and building of the trees campaign for Christmas 2022.
 - h. Pellissippi / HV overpass mural – Kim Frazier talked with the county and they are willing to work with us to coordinate this effort with TDOT once the Pellissippi improvements are completed in 2022. Chrys Huston suggested reaching out to Sherwin Williams.
 - i. Ethan Griffin’s Eagle Scout mural project is underway on the old firehouse building and in need of financial support. If you are interested, please see me afterwards. Kim will reach out to Sherwin Williams.
 - j. Reaching out to HOA and neighborhood groups to introduce them to HVBCA.
 - k. Monday, December 13, Christmas in the Valley. Set Up Sunday December 12.
 - l. Food Pantry HV Church of Christ needs volunteers and info regarding families in need.
- XII. **Political Updates – no report**

XIII. **Education Update – Rob Speas, Principal Hardin Valley Academy:**

- a. Turkey Trot.
- b. Ford Next Generation Program to expand the high school experience. 6 pilot schools. Career Pathways.
- c. HVA hired a new football Coach, Jeff Myner.
- d. HVA Marching Band finished 38 in the nation which is the highest ranking ever.
- e. Through Special Olympics, HVA was named the first Unified Banner School. Peer Tutoring.

XIV. **Special Guest Speaker – Mike Odom, CEO, Knoxville Chamber of Commerce.** Originally from Round Rock, TX – near Austin. Headquarters for Dell Computers. 2.5 years with the Chamber. Chamber adopted Path to Prosperity program about 2 years ago to drive economic prosperity. To ensure that every citizen prospers in our area. Focusing on 6 strategies:

- a. **Business Expansion** – take the time, money, and energy to focus on helping businesses here prosper
- b. **Business Attraction** – how can we help existing businesses grow; not recruit out of area companies; smarter, more feasible approach. Prospect Pipeline – companies wanting to expand.
- c. **Regional Enhancement** – the business climate; tax structure; is it easy to do business here; health of our citizens is important to companies
- d. **Infrastructure** – roads, bridges, land use, how our entities perform engineering and codes enforcement, broad band. Goal is 100% broadband accessible, affordable.
- e. **Talent** – public education, talent retention and recruitment, secondary education; critical to the future of our area. Working with our school system Ford Next Generation program and community business and professional groups.
- f. **Entrepreneurial Small Businesses-** help businesses grow stronger.

The county economy is strong. 2.9% unemployment. 4% is full unemployed. Even with low unemployment rates, the labor force is declining – women and retirees. 27k jobs available in Knox County. We do not have the people to fill the vacancies. We have a huge loss of the 25-54 age group – the group that buys homes, starts companies, we grew by only 162 people! This age group is leaving and moving to larger metro areas. How do we keep them here? Focusing on Talent. Foster relationships with school system. Working with business and professional groups countywide. The Chamber Strategies:

Regional workforce development. TCAT programs.

Regional retention strategy. Attract new talent through social media strategies. Quality of Life.

Regional Capital Strategy. Give our businesses access to capital.

Regional Infrastructure Strategy. Growth is good, but it has to be smart. County Comp Land Use, Transportation, Park Plan is critical.

Community Brand. What is our essence to attract and keep citizens? Life Redefined.

XV. **Business Spotlight Speaker** – out of time, Keith Galloway will speak next month.

XVI. **Business**

- a. HV Events Announcement (New)
- b. Next meeting will be at the HV Church of Christ December 15, noon
- c. Please send applications and checks to

HVBCA
11345 Hardin Valley Rd.
Knoxville, TN 37932

XVII. **Door prize sponsor is:** Spine & Sport

XVIII. **Door Prize Winner: Charles Martin**

XIX. **Business Spotlight Speaker for Next Meeting:** Keith Galloway

XX. **Special Guest Speaker Next Meeting:**

XXI. **Membership Introductions (if time allows)**

Meeting Adjourned: Motion to adjourn by Shelby Brooks, Second by Brook Nast. Meeting adjourned at 1:01pm