

Hardin Valley Business and Community Alliance (HVBCA)

Wednesday, September 15, 12:00 noon, Orange Hat Brewing

Meeting Minutes

- I. **Welcome – Sage Kohler, President, State Farm 12:10pm**

Thanks to everyone for being on time and joining us. Welcome to our guests.
Reminder to sign in so that we can keep attendance. Sign in sheet. Will do introductions at the end, except for guests.
- II. Prayer and blessing by Zach Count Immanuel Church
- III. Brief introductions of members and guests (held to the end of the meeting as time allows)
- IV. Approval of last month's minutes – call for corrections or amendments to the minutes. Correct Rob Speas' affiliation from State Farm to HVA. Motion by Phillip Torbett, Second by Rob Speas. All in favor. Approved.
- V. **General Announcements and President's Report- Sage Kohler:**

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. Beginning September, visitors are welcome to attend twice without membership status. Starting in October, meetings will be held at Pellissippi State in Hardin Valley Rd. John Gargis discussed new location and food truck options for meetings. Executive Board approved sponsoring a teacher luncheon at HVA in November. Kim Frazier has a sign up sheet for volunteers. We are adding a new topic each month to announce events going on in HV. Anyone can announce an event. Car Seat event sponsored by State Farm this Saturday, September 18. Turkey Trot in HV on Thanksgiving benefits HV track and cross country programs. HV Youth Basketball sign up on Facebook HV Youth Basketball.
- VI. **Treasurer's Report – Eric Wohlburg:**
 - a. \$7300 in the bank account: money to leverage opportunities to serve
 - b. Executive Board approved partnering with Huston family to sponsor HV Community sign. Approval of replacing letters for the sign up to \$100 was approved. Anything over \$100 will be heard by the members for approval.
- VII. **Programs Report- Rob Speas:** Calendar of topics. Speakers will be announced for the following month at each meeting. October's speaker will be focus on the topic of business.
- VIII. **Membership Committee Report- Shelby Brooks:**
 - a. Working on Membership Directory List
 - b. Please confirm your email is correct
 - c. Working on details on the list of businesses in the Valley – electronic files.
 - d. Working on Messaging
 - e. Using Constant Connect
 - f. Extend invitations
 - g. Updating flyer for the Executive Board to review
 - h. Membership Social - After Hour Event in the Fall
 - i. Membership Blitz Event – to invite potential new members to attend
- IX. **Events Committee Report- Alisa Pruitt: absent, no report**
 - a. Board recommended an annual kick ball tournament to the Events Committee.
 - b. Work with Membership Committee to organize Membership Blitz / Social event
- X. **Communications Committee Report- John Gargis:**
 - a. Reminder for correct logos for the website and the correct phone number. Send to info@hvbc.org.

- b. 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.

XI. **Community Needs Committee - Kim Frazier:**

- a. Executive Board approved responsibilities of the new committee. There is a sign up sheet for anyone interested in joining this committee. Preference of day and time of monthly meetings.
- b. Sponsorship of the HV Community to assist the Huston family with maintenance and upkeep. Executive Board approved up to \$100 to help with the maintenance. Board is considering the partnership model with the upkeep and maintenance of the sign going forward. If you have an event or announcement that you would like displayed, let us know.
- c. Interest in a Fall community liter clean up events is good.
- d. Kim Frazier met with the new county Parks & Rec Director to discuss the process for a community partnership park and also the enhancement of Melton Hill Park. A community partnership is critical in making this happen. Commissioner Terry Hill impressed upon the importance of a private / public partnership and how support from a group like HVBCA can make a huge difference.
- e. Chrys Huston is reaching out to land owners to inquire of their interest to donate land for a park or library. Kim Frazier has been communicating with the Planning Commission staff on regs for both and with Legacy Parks.
- f. Ellison property – Christmas tree light display. Sponsor a tree. Kim Frazier is reaching out to the county for guidance.
- g. Pellissippi / HV overpass mural – Kim Frazier is reaching out to the county for guidance.
- h. Reaching out to HOA and neighborhood groups to introduce them to HVBCA.
- i. If you would like to receive monthly updates of zoning requests, sector plan amendments, and concept plans of projects being heard at Planning or County Commission, let Kim Frazier know.
- j. Executive Board approved sponsoring lunch for the teachers at HVA. November 23rd lunch, 160 + teachers and staff. Country Burrito to possibly cater. We need volunteers – sign up sheet.
- k. Considering a slogan for the community needs committee. Valley Vision Committee

XII. **Political Updates – Terry Hill, Commissioner District 6**

- a. Redistricting meetings have been set. Public forums. Open meetings. Census data shows a population of 477, 857. Each of the 9 districts should represent approximately 53,000 people with a 10% deviation. This will impact school districts, as well. Redistricting is done every 10 years. Website for input: knoxcountydistricting.com
- b. NW Elementary School had its groundbreaking last week. Opening is slated for Fall 2023

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

XIV. **Special Guest Speaker – Alex Stokes**

Former accountant and now a stand up comedian and father of 3 HVA high school students. Wrote a 2013 book about talking with intoxicated folks in Gatlinburg. Has an Amazon Prime documentary coming out this year telling his life story. Grew up in Sevier County and graduated from the same high school as Dolly Parton. Played basketball. Graduated with Peyton Manning. Graduated with a Mid-evil Lit degree and became a stockbroker. Wanted a life change and visited an open mic night and gave stand up a try. It taught him how to “go for it”. Written 7 books. Teaches at UT. The importance of doing what you love. Passionate about what he does and finding a way to make a living doing what you love.

XV. **Business Spotlight Speaker – Shelby Brooks, Realtor**

Latest stats on HV. We have 584 listings in Knox County- everything from a mobile home to a \$5M property. We have 46 listing in HV – so housing in the Valley is slim. Availability is tight. 125 pending listings in Knox County. 729 total properties closed last year. New businesses, like Amazon, coming in. Where are we going to put all of the people? We are in a seller’s market. We are starting to see a slight slowdown. HV homes sell at 103, 104% of list price. Average price is \$440k, knox county is 337K. Climbed 16% in home pricing. 22 average days on market, last year 45 days. Average in Knox County is 19 days. Had a corporate job for years and hated it. Went to real estate school in 2017 and love it. Went out on her on last October 2020. Husband has lived in the Valley since 1994. Lived as a couple in the Valley since 2016. Two kids in the service.

XVI. **Business**

- a. Next meeting will be at the State Farm on Wednesday, October 20 .
- b. Please send applications and checks to
HVBCA
11519 Hardin Valley Rd.
Knoxville, TN 37932

XVII. **Door prize sponsor is:** Hard Knox Pizza

XVIII. **Door Prize Winner:** John Gargis

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

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

Meeting Adjourned: 1:03pm