

Hardin Valley Business and Community Alliance (HVBCA)

Wednesday, April 20, 2022, 12:00 noon, HV Church of Christ

Meeting Minutes

**I. Welcome – Sage Kohler, President**

- a. Call To Order 12:04pm
- b. Thanks to everyone for being on time and joining us. Welcome everyone.
- c. Reminder to sign in so that we can keep attendance. Sign in sheet.

**II. Prayer and blessing** by one of our church partners – Rodney Holloman

**III. Call for corrections and approval of the minutes.**

- a. Call for corrections, none.
- b. Motion to amend approval of minutes to host by Terry Hill, Travis Thompson second.

**IV. Sign up for monthly door prize donation from business partners.**

**V. Treasurer's Report – Eric Wolburg, absent. Sage filled in.**

- a. We have money \$11000
- b. Anonymous donation of \$5000 for enhancement of recreational offerings in the Valley
- c. Renewal memberships are due \$50 annually. Please indicate who you are so that membership can account for your membership. In the process of securing an electronic payment method. Invoices went out last week.

**VI. General Business & President's Report**

- a. HV Food Truck Rally – TODAY HVA Parking Lot 4-8pm, HVBCA sponsor, minimum of 3 food trucks, HVBCA tent, drink sponsorships see Martin Smith, this week's sponsor Tennessee Children's Home- please bring your own table, signs, change, and donation jar
- b. 5 new members. 6 previous members have not renewed. 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. Please open emails and check junk email / spam folders. Visitors and guests are welcome to attend twice without membership status.
- c. We need a database volunteer to help clean it up and set up our membership database through Constant Connect.
- d. Door prize coordinator needed.
- e. Share our website and like us on Facebook

**VII. Programs Chair, Rob Speas – Callie Archer with Junior Achievement**

JA of East TN is the world's largest academic non profit organization teaching young people real world business, economic, and free market skills. On track to reach 23000 students this year. Biz Town is a hands-on, real-world scenario learning experience for students in this region. 10000 students visit Biz Town where students can role play having a job. Foundational career exploration for area 5th grade students. All dates for this school year are full. Looking for business partnerships. Middle School programs offer career awareness and how to create a path to a career that students love. Serve another 10000. JA Company Program – foundational program of JA for high school students to start, run and liquidate a company. Funds earned are donated back to their school. Example is Austin East Sock Initiative – earned \$1100 in 30 minutes selling socks. In conversations with Knox County Schools to assist with bringing real hands-on career exploration. Launched a mobile pop-up shop using an Air Stream for to launch their businesses. Works with businesses to help connect them with schools. JA does work with after school programs like Boys & Girls, Emerald Youth. 78% of students who participate in a JA program have higher critical thinking skills. 51% of all JA alumni report that they want to be involved in business.

## **VIII. Executive Board Reports / Committees**

- a. **Membership Committee Report- Shelby Brooks absent, Phillip Torbett filling in.**
  - i. Thursday, April 28, 4:00pm at Hard Knox for a membership rally! Ending at 6pm with dinner together! Please RSVP to Shelby and or Phillip.
  - ii. 2<sup>nd</sup> Wednesday of every month at Maple Street Biscuit
  - iii. Working on Membership Directory List. Hoping to print a directory in early 2022.
  - iv. Extend invitations to neighbors and businesses to join us.
- b. **Events Committee Report- Hannah Hatmaker:**
  - i. Volunteers are needed for this committee.
  - ii. Committee meeting on May 5, 11:30am at Hard Knox
  - iii. Planning a Fall Event & Christmas
- c. **Communications Committee Report- Jennifer Wilson:**
  - i. [Info@hvbc.org](mailto:Info@hvbc.org)
  - ii. Please send pics to info@hvbc.org
  - iii. Spotlight business bio will be posted the day after our regular meeting on social media.
- d. **Community Needs Committee / Valley Vision- Kim Frazier:**
  - i. Blue Postal Box at Food City thanks to Terry Hill and Chrys Huston
  - ii. 63 Trees planted at the LCUB substation – Beautification Project
  - iii. Parks & Recreation Proposal
  - iv. Meetings between Chrys Huston and Legacy Parks & Realtor continue, 20 acres on the corner of Hardin Valley and Campbell Station, HVBCA would be the conduit for contractual purposes
  - v. Advance Knox
  - vi. Morning Pointe Grand Opening Thursday, May 5, 4:30pm
  - vii. Food Truck Night – Wednesday. Drink Vendor?
  - viii. Flotilla – May 14, Powell High School
  - ix. HV Team Up To Clean Up, Saturday, April 2 – success 85 volunteers, 24 years!
  - x. Next Valley Vision Meeting May 25, 8:30am @ Morning Pointe
- e. **Political Updates – Terry Hill, District 6 County Commissioner:**
  - i. We are at a critical point regarding growth in HV and had some tough zoning decisions.
  - ii. Budget meeting with Mayor next week
  - iii. Working on recreational offerings!
  - iv. Need citizen engagement – send emails and attend meetings
  - v. Please get involved with local elections. Support candidates financially.

## **IX. Business Spotlight Speaker 5 minutes – Caleb Johnson with Graham & Cook Insurance**

Founded in 1963. Changed name in 1993. Home, auto, life and business insurance. It's important that you have the right coverage. Folks are typically underinsured. With inflation, you may need to review your coverage and increase your home value. Business insurance is unique – goat farmer example. As independent agents, they can tailor your coverage to your business.

## **X. General Business**

- a. HV Events Announcement – have an event coming up?
- b. Next meeting will be at the HV Church of Christ, May 18, noon
- c. Please send applications and checks to  
HVBCA  
11345 Hardin Valley Rd.  
Knoxville, TN 37932

## **XI. Door prize sponsor: Food City Tshirt & Gift basket, Morning Pointe Yeti, Sunago Coffee**

- XII. Door prize winners: Kim @ Hotworx, Brook Mast @ Hard Knox, Sunago Coffee**
- XIII. Door prize sponsor for next month:**
- XIV. Business Spotlight Speaker for Next Meeting: Megan Dunaway with Morning Pointe**
- XV. Special Guest Speaker Next Meeting:**
- XVI. Membership Introductions and Guests**

**Meeting Adjourned:** Motion to adjourn by Terry Hill , Second by Kim Frazier. Meeting adjourned at 1:07pm