

Hardin Valley Business and Community Alliance (HVBCA)

Wednesday, February 16, 2022, 12:00 noon, HV Church of Christ

Meeting Minutes

I. Welcome – Sage Kohler, President

- a. Call To Order 12:02pm
- 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 – David Schilling, HV Church of Christ

III. Call for corrections and approval of the minutes.

- a. Call for corrections, none.
- b. Motion to amend approval of minutes to host by Phillip Torbett, Second by Dr. Thompson

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

V. Treasurer's Report – Eric Wolburg

- a. We have money \$11,000
- b. Expense of integrating logos
- 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.

VI. General Business & President's Report

- a. HV Food Truck Rally – March 23, HVA Parking Lot 4-7pm, HVBCA sponsor, minimum of 3 food trucks, HVBCA tent with games & drinks for \$1
- b. Email update – receipt by members
- c. 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
- d. Jennifer Wilson new Communication Team Chair. Big thanks to John Gargis for his work / service and good luck to him on the launch of his new book.
- e. Share our website and like us on Facebook

VII. Programs Chair, Rob Speas, introduced HVA DECA & School Based Enterprise, Business and Law Academy. Career Technical Student Organization (CTSO) – funded by Federal dollars. Olivia Rose, President of DECA, Austin Weurtz, Vice President of Communications. Club for students in marketing, finance, hospitality and management. Practical application of business and marketing coursework. 158 total members; 124 students, 4 advisors, 20 alumni and 10 professionals. Successful membership campaign. Largest chapter in the state. Leadership & Community Service opportunities. Social events. Competition at district, state and international level. Ways that HVBCA members can get involved; Donation of professional dress, become a professional member, monetarily support chapter, judge at a chapter, district, & state level, write resources. **School Based Learning (SBL) - an in-school work based learning opportunity. Students apply classroom knowledge to a real world experience. Students have been building a school store- Hawk's Landing. Inaugural Year. Final course in Marketing, Supply Chain, and Business Management Pathways. Meets Practicum requirements for Business & Law Endorsement. Builds student, parent, and community relationships. Product Research. TShirt Design. Start Social Media Account. Business Plan. Logo Design. Team Building. How HVBCA can help; Be a guest speaker. Financial support. Mentors. Advisors – Suzanne Rodger Suzanne.rodger@knoxschools.org and Laura Shands laura.shands@knoxschools.org**

VIII. Executive Board Reports / Committees

a. Membership Committee Report- Shelby Brooks:

- i. 44 members, 31 are founding members, 13 non founding, 15 visitors
- ii. 2nd 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.
- v. Membership Blitz Event Coming– to invite potential new members. 4-6pm, Hard Knox Pizza will provide beverages and food to thank volunteers. Wednesday, Thursday evening in March. Date tba.

b. Events Committee Report- Hannah Hatmaker:

- i. Volunteers are needed for this committee.
- ii. Working on a set monthly committee meeting.
- iii. Planning a Fall Event

c. Communications Committee Report- Jennifer Wilson:

- i. Info@hvbc.org
- ii. We are doing better opening emails.
- iii. Please send pics to info@hvbc.org
- iv. Spotlight business on social media.
- v. Email still not reaching all members due to firewalls.

d. Community Needs Committee / Valley Vision- Kim Frazier:

- i. 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
- ii. Calendar of Events – please send event info to Kim at hvpa2018@gmail.com
- iii. HVA Volunteer Opportunity – sign-up sheet
- iv. Community Event – include on website monthly calendar and Facebook
- v. Still need monthly volunteers to help maintain HV Welcome Sign
- vi. Next Meeting, Wednesday, February 23, 8:30am, location Morning Pointe, several committee members have action items
- vii. Food Truck Night – Wednesday, March 23. Drink Vendor?
- viii. Flotilla – May 14, Powell High School
- ix. HV Team Up To Clean Up, Saturday, April 2, 9am-noon
- x. Possible Professional Dress Attire Donation Drive for HVA DECA

e. Political Updates – Rhonda Smithson with Mayor Glenn Jacobs & Betsy Henderson School Board Rep, District 6.

Promoting reading in our communities Read City USA. Reached 1 million reader hours challenge last year. One Book Read City – expand literacy initiatives. Purchased 30,000 books for every elementary school age child and staff. May 2 is Kick Off with community events and school events. 53 elementary schools. Cultivate each community through community partnerships and participation in the scavenger hunt and financial support. 40% of 3rd graders are reading at grade level.

Terry Hill, District 6 County Commissioner:

- i. We are at a critical point regarding growth in HV and had some tough zoning decisions.
- ii. Need citizen engagement – send emails and attend meetings
- iii. Please get involved with local elections. Support candidates financially.

IX. Business Spotlight Speaker 5 minutes – John Haney, Commercial Real Estate with NAI Koella RM Moore. jhaney@koellamoore.com

Difference between residential and commercial real estate. 4 types – office, retail, industrial, multi-family. Services – brokerage, investment, development, property management. Representation – buyer, seller, tenant, landlord.

X. General Business

- a. HV Events Announcement – have an event coming up?
- b. Next meeting will be at the HV Church of Christ, March 16, noon
- c. Please send applications and checks to

HVBCA
11345 Hardin Valley Rd.
Knoxville, TN 37932

- XI. Door prize sponsor:** Jennifer Wilson with BioPure and Jimmy Matlock
- XII. Door prize winners:** Chris Hughes with Caldwell Banker & Michael Jacobs.
- XIII. Door prize sponsor for next month:** Philip Torbett with US Bank and Sierra Pacific
- XIV. Business Spotlight Speaker for Next Meeting:** HotWorx
- XV. Special Guest Speaker Next Meeting:**
- XVI. Membership Introductions and Guests**

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