

Hardin Valley Business and Community Alliance (HVBCA)

Wednesday, September 21, 2022, 12:00 noon, HV Church of Christ

Meeting Minutes

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

- a. Call To Order 12:04pm
- b. Thanks to Alexa Sponcia with Hard Knox Pizzeria in HV location.
- c. Thanks to everyone for being on time and joining us. Welcome everyone.
- d. Reminder to sign in so that we can keep attendance. Sign in sheet.

**II. Prayer and blessing –**

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

- a. Call for corrections, none. If you are not receiving monthly emails, please contact Jennifer Wilson.
- b. Motion to approve minutes to host by Shelby Brooks, John Haney second. Passed.

**IV. Treasurer’s Report – Eric Wolburg**

- a. We have \$3000 in savings
- b. \$4000 for parks fund

**V. Renewal memberships are due \$50 annually. Please indicate who you are so that membership can account for your membership.**

**VI. Programs Chair, Rob Speas – Coach Minor, HVA Football Coach**

**VII. General Business & President’s Report**

Life Insurance Awareness month.

**VIII. Executive Board Reports / Committees**

**a. Membership Committee Report- Phillip Torbett**

- i. Membership Directory should be available next month October.
- ii. 60 active members
- iii. 2<sup>nd</sup> Wednesday of every month at Maple Street Biscuit.
- iv. Extend invitations to neighbors and businesses to join us.

**b. Events Committee Report- Hannah Willard & Shelby Brooks:**

- i. Volunteers are needed for this committee. Meetings are every second Thursday of the month at 11:30am
- ii. Co-Chair is Shelby Brooks to oversee networking events. Hannah oversees community events.
- iii. Sending out a survey to identify what type of events members want to see.
- iv. November 5 – Hardin Valley Team Up to Clean Up
- v. Friendsgiving – several committees and opportunities to help with planning. Pot luck. Please sign up! November meeting.
- vi. Light Up the Valley plans are underway for Christmas
- vii. First member networking event at Alexa Sponcia October 27, 5-7pm. 1 drink ticket.

**c. Communications Committee Report- Jennifer Wilson:**

- i. [Info@hvbca.org](mailto:Info@hvbca.org)
- ii. Please send pics to [info@hvbca.org](mailto:info@hvbca.org)
- iii. Emails will be distributed to all emails on file. 100+ on file.
- iv. Short survey will be distributed to all members. Example – would you like for us to provide lunch at a set price.
- v. Website now has an online application and payment option.
- vi. Like, follow, and share our FB page.
- vii. Be sure to send your events to us so that we can share.

- viii. Spotlight business bio will be posted the day after our regular meeting on social media.

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

- i. Co-Chairs – Chrys Huston & Rick Bradford.
- ii. Beautification and Trees at the LCUB substation update- Chrys Huston.
- iii. Parks & Rec efforts are moving forward on the HV Community Center and Improvements to Melton Hill. Traffic study for has been conducted and Joe Mack is reviewing.
- iv. Advance Knox – please participate [advanceknox.org](http://advanceknox.org). More public engagement opportunities are coming.
- v. HV – sidewalk addition construction will be starting soon.
- vi. HVA is gaining 32 new classrooms with the construction of an addition on the east side of the school. Commission just approved funding for the plan. Construction to begin this Fall.
- vii. Marietta Church LCUB substation – use of frontage for community activities – possible athletic practice field.
- viii. After the Game gathering weekly at Hard Knox – open until 11pm
- ix. After Homecoming Party at Sunago Coffee this Friday, 10-1am.
- x. Clean Up the Valley - Saturday, November 5, 9am to noon
- xi. Karns Fair Event, October 1 – Karns Middle School
- xii. HV Church of Christ & All Community Church Partners – Trunk or Treat in front of King College
- xiii. Next Meeting has not been scheduled.

**e. Political Updates – Terry Hill, District 6 County Commissioner:**

- i. Kudos to HVPA and the Community for working together for the best development possible
- ii. Campbell Station property has been pulled from the market. There is not another buyer. Terry Hill reported on status. She will work with other Commissioners to secure County’s commitment to that project for other HV recreational projects.
- iii. NW Elementary will be opening in August. Final rezoning meeting at Karns Elementary School 6, September 22.
- iv. Hickory Creek roundabout – naming in honor of the Seale Barn, “Seale Barn Roundabout”

**IX. Business Spotlight Speaker 5 minutes – Kelley Williams w/ Entirely Fit**

Wellness Coach. Healthy living and eating. Men don’t care for themselves as they should. Kelley helps guys develop early behavior to develop wellness practices. 30+ veteran of wellness practices focusing on adult health issues. His coaching uses a holistic approach.

**X. Introduction of members and guests**

**XI. Speaker – Michelle Anningson**

Marketing and strategy. Discussed how marketing your business has changed and how to make all platforms work for your business. Have a plan. Discussed tools and resources that you can use to get your message out there. Know your audience. Schedule your storytelling. Content is important – don’t just “sell” all the time & keep your content broad. Share content friendly images – audiences love imagery / photos. Video content performs very well. Engage with your followers – good or bad. Grow organically through the exchange of people. Variety – move your posts around and utilize all the platforms. Insights – gives you information about your followers

and how to better reach them. Social media advertising – least expensive avenue to advertise. Most have a phone or device. Start small.

**XII. New Business & Announcements:**

- a. Door prize sign up sheet – please sign up
- b. Announcements –Martin Smith encouraged everyone to link your Food City card with the school
- c. HV Youth Football plays on Saturdays
- d. HVA Athletic Council August 27 Gala Tickets are available – turf practice field

**XIII. General Business**

- a. Next meeting will be at the HV Church of Christ, September 21, noon
- b. Please send applications and checks to

HVBCA  
11345 Hardin Valley Rd.  
Knoxville, TN 37932

**XIV. Door prize sponsor: Chrys Huston, KARM, Morning Pointe**

**XV. Door prize winners: Kim Betts, Josh Shaver, Caleb Johnson**

**XVI. Door prize sponsor for next month:**

**XVII. Business Spotlight Speaker for Next Meeting: Bob Fox, Karns Fair**

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

**Meeting Adjourned:** Motion to adjourn by Terry Hill. Second by Kim Frazier. Meeting adjourned at 1:02pm