

6/11/2025

Attendees: Sarah Miller, Katie Voelpel, Elizabeth Howell, Travis Farber | Board: David Hicks, Dora Marquez, Eunice Taylor, Lindsay Wheeler, Lori Lensing, Molly Long, Rich Chey, Ron Farmer, Steven Wilt

Summary

New Staff and Volunteer Introductions

- Intern Mont, introduced by Katie Voelpel, will research the Community Improvement District (CID) model to explore if this could potentially replace landlord memberships and give the district a bigger voice in the city.
- Travis Farber, an attorney specializing in small businesses and nonprofits, was introduced and offered pro bono legal assistance, including help with the C-BID research process and setting up 501c3 organizations
- Property manager role under consideration to manage safety, landscaping, and lighting.

Sponsorship & Events

- Summerfest's financial performance and potential future were discussed, including moving the dates not so close to Porchfest.
- Ideas for geographically expanding Porchfest were shared, but concerns about parking, traffic, and liability, particularly in areas like Greenwood and Virginia, were raised.

- Porchfest exceeded expectations financially and drives the budget. Farmers market and sponsorship revenue remain areas for growth.
 - Porchfest attracted significant out-of-market attendees (53k); expansion to two days was considered but unlikely.
- Opportunities discussed for future sponsors (e.g., getting a light company to help sponsor holiday lights, Tour of Homes around the holidays).
- Upcoming and new events: History Pub Crawl (July 25), Mardi Gras next year on Feb. 7

Safety & Infrastructure

- Updates on the dedicated patrol officer program.
- Katie Voelpel sent the schedule to the VHDA.

Community Updates

- Engagement with council candidates ongoing.
- A new committee will manage political relationships and advocacy.
 - Everyone agreed on this as long as equal parties are given equal opportunity.

Membership Strategy and Value Props

- Membership rising thanks to dedicated board members per member.
- Lindsay Wheeler emphasized messaging to better communicate VHDA's impact. Testimonial videos and refreshed value messaging are being used in outreach.

- Newsletter and drip campaign strategies evolving for better engagement.
- Membership vs. sponsorship roles being clarified to avoid conflicts.
- A potential members-only and business newsletter were discussed.
- Rich Chey was suggested to support others having trouble getting businesses on board since is a business owner himself.

Beautification Phase Two

- \$180,000 goal to fund benches, planters, and tree bed protectors.
- Launch expected within 6 weeks, supported by digital marketing.
- Resident sponsor push will follow project completion.

Marketing & Communications

- New professional video due July 15 will kick off a drip campaign and newsletter.
- Mailchimp being implemented instead of Constant Contact; ~3,600 opted-in newsletter subscribers.
- Content creation days resumed to support businesses via photo/video.
Viral content (e.g., The Gringos) should be used as VHDA social media case studies.

Farmers Market Feedback

- Strong vendor satisfaction.
- Suggestions include earlier closing time, more seating, and vendor variety.
- Focus on enhancing experience through chef demos, music, kids' activities.

Archival Book & Storytelling

- 2024 book to be distributed at August happy hour.
 - 2025 edition TBD; more stories being collected.
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Action Items

- Rich Chey and Lindsay Wheeler to help with landlord membership and engagement strategy.