

# 7/9/2025

Attendees: Sarah Miller, Katie Voelpel, Sarah Miller, Elizabeth Howell, Chris Higgins | Board: David Hicks, Dora Marquez, Eunice Taylor, Kaitlyn O'Shaughnessy, Lindsay Wheeler, Lori Lensing, Rich Chey, Ron Farmer, Steven Wilt, Aditya Shrivastava

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## Summary

- **Financials & Admin**

- Katie Voelpel gave a financial update; May report will be sent with minutes.
- Working to obtain a sales tax ID for merchandise reporting (8–8.9% tax).

- **Event Planning**

- Katie Lewis (event coordinator) has left to pursue full-time work—urgent need to hire a replacement.
- Upcoming events: 5 Pints & Stripes with Atlanta United, Owner Happy Hour Lunch & Learn
- Farmers Market survey underway.
- Restaurant Week, Winterfest, and Mardi Gras events all need committees.

- **CID/BID Research**

- Summer Intern Mont presented on **CIDs/BIDs** (funding infrastructure/services via property-owner taxation).
- Estimated \$24M in commercial property value could yield \$74k–\$124k/year.

- Establishing a CID is seen as strategic leverage with city planners.
- Plan: feasibility study, property owner outreach, aim for April deadline to receive funds for next fiscal year.

- **Public Space Management & Safety**

- Chris Higgins introduced as part-time Public Space Manager (10 hrs/week).
- Working on ~15 infrastructure projects (e.g., lighting quotes).
- Will survey businesses about the safety program and improve communication (e.g., quarterly updates).

- **Membership & Fundraising**

- Membership at 74; target 75–80.
- Drip campaign launching July 21 (5 emails over 10 days).
- Corporate sponsorship packages being redesigned due to new events and demand.

- **Marketing & Communications**

- Archival book going to print.
- Shifting to “Eat, Shop, Play” content strategy to replace Small Business Saturday strategy.
- Website updates underway, including a searchable business directory.
- Using access to Placer AI data for neighborhood insights.

- **Other Initiatives**

- Over 460 survey responses received for mural survey; data being aggregated for artist RFPs.
- Exploring green landscaping with electric equipment for Atkins Park and researching costs.