

VHDA Board Meeting - 9/10/2025

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

Financial & Sponsorships

- Forecast updated mid-year; revenue drop (Winterfest sponsors),, but expenses flat.
- Event sponsorship goal: \$75k + resident sponsorship goal: \$20k.
New corporate sponsorship webpage + “See My Legacy” platform for streamlined sponsorships and “one stop shop.”
Need proactive outreach; potential hire for dedicated sponsorship person.

Events

- Porchfest 2026: considering \$5 admission for funding & crowd control.
- Restaurant Week & Mardi Gras added to sponsor deck.
- Wine Walk: 10 restaurants secured; goal 5–10 more; pursuing liquor license.
- Winterfest Tour of Homes marketing underway.
- Mardi Gras kickoff at Murphy’s planned (king cake, mimosas, Bloody Marys).
- Supporting Adair’s trick-or-treat event (reciprocal for Porchfest).
- Annual meeting Oct 21: drive attendance via Security Patrol’s street captains; video recap over mailers due to budget.
- Farmers Market
 - Successful at new location, crowded & popular.
 - Needs coffee vendor + more volunteers.
 - Dogs allowed, weekly music.

Community Updates

- Atkins Park parking meters removed (3-year effort, big win for businesses).
- North Highland Park reseeding Oct 4–8; civic elections upcoming.
- Virginia Highland Security Patrol: new grant, rebranded clean car campaign, signage with joint logos.
- Beautification project: fundraising goal \$70k (asking landlords first, then businesses/residents); Chris created visual maps for impact.
- New business: Freedom Barber; landlord meeting Oct 1 planned.

Resident Sponsorships & Marketing

- Resident sponsorship campaign launching Oct (website, social, booths at annual meeting & Candy Crawl).
- Strong social content performance (farmers market reels).
- Business survey + newsletter started; quarterly template planned.