



VIRGINIA  
HIGHLAND  
DISTRICT

**VHDA January Board Meeting Agenda**  
**January 14, 2026 - 7PM HYBRID**

Video call link: <https://meet.google.com/sqz-bxzw-kbq>

**2025 Board Directors** - Lindsay Wheeler, Rich Chey, Ron Farmer, David Hicks, Lori Lensing, Molly Long, Dora Marquez, Kaitlyn O'Shaughnessy, Aditya Shrivastava, Eunice Taylor, Steven Wilt

**Attendees:** Katie, Miller, Lindsay, David, Rich, Eunice, Ditty, Chris, Cassady, Steven, Lori

### **CID**

- Reviewing presentation to landlords (Third & Urban and 26 Street) - why do we need a CID?
  - 50% of our time is spent fundraising
  - VaHi business memberships and sponsorships unreliable income
- How would VHDA and CID work together?
  - VHDA: events, marketing
  - CID: beautification, safety
- 1:1 meetings - board invited 2/17 and 2/25

### **Board Elections**

- Question posed to do 2-year executive committee board terms
  - By-laws would need to be amended
- Vote by text - Jan 16th, 2026
  - Motion to amend by-laws to change terms to 2 years - submitted by Ditty
  - Passes - board votes - 7 - 0

### **2025 Budget**

- Expecting \$10k over budget
  - Higher expenses than expected on annual meeting, professional videography, farmers market

### **2026 Budget**

- Similar numbers to 2025
- Not including a potential grant from Beltline

### **Porchfest**

- Meeting to discuss soft-gating and ticketing - 1/16 with Premier
- Local business activations: idea to have bands at businesses week-of
  - Close down Morningside parking lot
  - Close down Amsterdam parking lot
  - Close down Truva parking lot
- VIP event - need committee lead

### **Mardi Gras**

- Walk in VHDA's parade float!

### **Memberships**

- In-kind options
  - Ex: Osteria donates \$3k in gift cards (actual cost \$900) instead of \$1.5k cash and sees new customers
- Renewal reminders
  - What does it look like without VHDA? Corporate businesses/no off duty policing program/no small business marketing
  - In-person visits to follow up for non-automatic payment