

BOARD OF DIRECTORS' MEETING

➔ AGENDA

APRIL 15, 2024, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *March Board Meeting p. 3
- III. *Financial Report p. 5
- IV. Update on Path to Prosperity - Mike Odom
- V. Staff Report p. 13
- VI. Old Business
- VII. New Business
 - A. Board Nominations due April 10 - nominations@downtownknoxville.org
(two business representatives, one resident, one stakeholder)
 - B. Discussion of Budget for FY 24-25 p. 15
- VIII. Public Forum
- IX. Adjournment

* Denotes action items

Upcoming Board Meetings:

May 20, 11:30 am

June 17, 5:00 pm

This meeting, and all communications between Board Members, are subject to the provisions of the Tennessee Open Meetings Act.

BOARD OF DIRECTORS' MEETING

➤ MINUTES

MARCH 18, 2024, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, March 18, 2024, at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included board chair, Matthew DeBardelaben, Chip Barry, Natalea Cummings, Lorie Matthews, John Sanders, Adrienne Webster, Blaine Wedekind, and Mary Katherine Wormsley. DKA and Knoxville Chamber staff in attendance included: Michele Hummel, Karen Kakanis, Angela Lundsford, and Robin Thomas.

I. Welcome

Matthew DeBardelaben welcomed everyone and called the meeting to order.

II. Minutes

Matthew DeBardelaben called for approval of the minutes from the February board meeting. Lorie Matthews made a motion to approve the minutes. Adrienne Webster seconded the motion, which was unanimously approved by the board.

III. Financial Report

Angela Lundsford delivered the report for the corporation explaining the various reports. Natalea Cummings made a motion to approve the financial report, and Blaine Wedekind seconded the motion, which was unanimously approved by the board.

IV. Committee Reports

A. Marketing Committee

The Marketing Committee met on March 12 to review five sponsorship requests. After discussion, the committee made a recommendation in the form of a motion to the board to approve the following:

Concerts on the Square	\$3,000
Children's Festival of Reading	\$3,000
Jazz on the Square	\$3,000
Market Square Farmer's Market	\$10,000
Rhinestone Festival	\$2,500

John Sanders seconded the motion, which was approved by the board. Matthew DeBardelaben and Chip Barry recused themselves from the Concerts on the Square request.

B. Quality of Life

The Quality of Life committee met on March 11 to review two sponsorship requests. After discussion, the committee made a recommendation in the form of a motion to approve the following requests.

Knoxville Music Literary Guide \$5,000. Mary Katherine Wormsley seconded the motion, which was approved by the board.

Pet Waste Dispenser Program - \$3,500. Adrienne Webster seconded the motion, which was approved by the board.

The committee discussed potential projects and priorities for the upcoming fiscal year.

V. Staff Report

Staff presented their report, which provided an update on activities from the previous month. The full reports were included in the agenda packet.

VI. Old Business

There was no Old Business.

VII. New Business

The board will accept nominations for four board positions: two business representatives, one resident, and one shareholder. Nominations are due April 30.

The board discussed the budget priorities for the coming year.

VIII. Public Forum

There was no Public Forum.

IX. Adjournment

With no other business, the meeting was adjourned.

Secretary

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD March 31, 2024

	<u>Jul '23 - Jun '24</u>
OPERATING ACTIVITIES	
Net Income	15,689
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	135,624
2020 · Accounts Payable	(21,795)
2600 · Accrued Payables	(7,103)
2700 · Accrued Wages	-
1350 - Prepaid Expenses	75.00
Net cash provided by Operating Activities	122,491
FINANCING ACTIVITIES	
3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	122,491
Cash at beginning of period	1,551,363
Cash at end of period	<u>1,673,854</u>
Current Liabilities	(7,222)
Accrued Payables	(306,250)
Accounts receivable and Other	90,109
Prepaid Expenses	450
Subtotal	(222,914)
Projected Remaining Budgeted Income (Expenses)	
Revenue	75,160
Development	(115,000)
Quality of Life	(186,594)
Business Support	(20,435)
Marketing/Sponsorships	(80,254)
Administration	(71,844)
Subtotal	<u>(398,967)</u>
Projected Cash - Before Minimum Reserve	<u>1,051,973</u>
Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	<u>901,973</u>

Downtown Knoxville Alliance
 Profit & Loss Actual vs Budget June 30, 2024

Acct #	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	TOTAL	FY24 Budget	Remainder
Income												
4020 CBID Tax Assessments	19,389	1,773	6,485	569,786	34,010	45,466	47,394	225,733	90,109	1,040,143	1,125,000	84,857
4100 Investment Income	1,125	1,218	1,151	1,192	1,166	1,207	1,208	1,132	798	10,197	500	(9,697)
Total Income	20,514	2,991	7,636	570,978	35,175	46,672	48,601	226,865	90,907	1,050,340	1,125,500	75,160
Expenses												
Development												
5225 Path to Prosperity	-	-	-	-	-	-	-	-	-	-	15,000	15,000
5205 Special Projects	-	-	-	-	-	-	-	-	-	-	100,000	100,000
Total Development											115,000	115,000
Quality of Life												
5659 Beautification	77	77	3,533	84	1,852	3,470	90	83	8,582	17,848	90,000	72,152
5657 Ambassador Program	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	87,087	117,000	29,913
5900 Residential - Other	-	-	-	-	-	-	-	-	-	-	-	-
5901 Residential	-	-	-	-	-	-	-	-	-	-	3,000	3,000
5700 Special Art Project	3,557	3,854	8,012	3,610	15,547	4,509	20,551	3,901	4,932	68,471	100,000	31,529
Security	13,310	13,607	21,221	13,370	27,075	17,655	30,317	13,660	23,190	173,406	360,000	186,594
Total Quality of Life												
5676 Business Support	523	2,779	5,957	4,259	10,044	4,264	672	924	143	29,565	50,000	20,435
Business Support	523	2,779	5,957	4,259	10,044	4,264	672	924	143	29,565	50,000	20,435
Total Business Support												
Marketing Expenses												
5305 Advertising General	3,536	1,688	5,387	3,191	15,935	6,428	2,045	4,553	3,164	45,926	50,000	4,074
5306 Print & Design	225	2,532	2,600	10,002	11,082	3,212	424	3,316	1,553	34,944	55,000	20,056
5375 Website - All Committees	550	1,195	1,840	6,058	6,940	1,840	676	838	4,228	24,165	30,000	5,835
5364 Downtown Scavenger Hunt	6,000	-	8,000	210	10,000	-	29,000	-	-	210	15,000	14,790
5360 Events and Sponsorship	10,312	5,414	17,828	19,460	43,956	11,480	32,144	8,706	30,444	179,746	260,000	80,254
Total Marketing Expenses												
Administration												
5420 Meals/ Lodging/ Travel	840	224	194	268	398	-	427	205	166	2,722	6,000	3,278
5430 Office Expense	505	525	685	492	641	510	571	659	1,249	5,837	7,000	1,163
5435 Bank Fees	19	18	18	18	18	18	18	18	18	163	200	37
5440 Postage	12	9	9	14	11	14	14	9	15	112	2,500	2,388
5465 Professional Dev.	-	-	-	2,475	-	-	940	-	-	3,415	6,000	2,585
5450 Professional Svc	-	1,000	-	2,000	3,386	2,420	1,250	-	-	10,056	12,000	1,944
5460 Svc Contract - Operations	19,849	19,849	19,849	19,849	19,849	19,849	19,849	19,849	19,849	178,641	238,186	59,545
5750 Insurance Directors/Officers	-	-	-	75	75	75	75	75	75	450	900	450
5480 Software	-	65	-	138	69	69	69	69	69	547	1,000	453
5470 Supplies	-	-	-	-	-	-	-	-	-	-	-	-
Total Administration	21,225	21,491	20,756	25,328	24,447	22,954	23,217	20,883	21,440	201,942	273,786	71,844
Total Expenses	45,370	43,491	65,762	62,418	105,522	56,353	86,351	44,174	75,218	584,659	1,058,786	474,127
Change in NAV	(24,856)	(40,500)	(58,126)	508,560	(70,347)	(9,681)	(37,750)	182,692	15,689	465,681	66,714	398,967
Board Approved Spending	0	0	0	0	0	0	0	0	0	0	-	-
314 Union Avenue	0	0	0	0	0	0	0	0	0	0	0	0
Subtotal Board Approved Spending	0	0	0	0	0	0	0	0	0	0	-	-
NAV Total after Surplus Spending	(24,856)	(40,500)	(58,126)	508,560	-70,347	(9,681)	(37,750)	182,692	15,689	465,681	66,714	398,967

Downtown Knoxville Alliance

Profit and Loss

March 2024

	TOTAL
Income	
4020 CBID Assessment	90,108.91
4100 Interest on Cash Reserves	798.47
Total Income	\$90,907.38
GROSS PROFIT	\$90,907.38
Expenses	
5100 Business Support	
5150 Merchant Support	143.06
Total 5100 Business Support	143.06
5300 Marketing Expenses	
5305 Advertising	3,163.71
5306 Print and Content	1,552.56
5360 Sponsorships - Events	21,500.00
5375 Website	4,227.99
Total 5300 Marketing Expenses	30,444.26
5400 Administration	
5420 Meals/Lodging/Travel	165.74
5430 Office Expenses	1,249.18
5435 Bank Fees	18.00
5440 Postage	14.72
5460 Services Contract	19,849.00
5480 Software	68.83
5490 Insurance D&O	75.00
Total 5400 Administration	21,440.47
5650 Quality of Life	
5655 Bike Patrol	4,931.80
5657 Ambassador Program	9,676.33
5659 Beautification	8,582.00
Total 5650 Quality of Life	23,190.13
Total Expenses	\$75,217.92
NET OPERATING INCOME	\$15,689.46
NET INCOME	\$15,689.46

Downtown Knoxville Alliance

A/R Aging Detail

As of March 31, 2024

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
03/31/2024	Invoice	03312024	City of Knoxville.	04/30/2024	90,108.91	90,108.91
Total for Current					\$90,108.91	\$90,108.91
TOTAL					\$90,108.91	\$90,108.91

Downtown Knoxville Alliance

A/P Aging Detail
As of March 31, 2024

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
Current							
03/31/2024	Bill	11432	MoxCar.	04/01/2024	9	562.50	562.50
03/25/2024	Bill	03252024	KUB	04/12/2024	-2	82.00	82.00
03/31/2024	Bill	03312024	Thomas, Robin	04/15/2024	-5	892.40	892.40
03/31/2024	Bill	INV011904	Knoxville Chamber	04/15/2024	-5	145.90	145.90
03/29/2024	Bill	2403626	High Resolutions, Inc	04/18/2024	-8	138.64	138.64
03/21/2024	Bill	INV8764	CrowdRiff Inc.	04/20/2024	-10	1,290.49	1,290.49
03/31/2024	Bill	0006292210	Knoxville News Sentinel	04/20/2024	-10	1,318.00	1,318.00
03/25/2024	Bill	15	Lauren LeBlanc	04/24/2024	-14	162.50	162.50
03/28/2024	Bill	INV98052	Off Duty Management, Inc.	04/27/2024	-17	1,100.00	1,100.00
03/31/2024	Bill	DKA-040124	Southern Bloom Social	04/30/2024	-20	1,530.00	1,530.00
Total for Current						\$7,222.43	\$7,222.43
TOTAL						\$7,222.43	\$7,222.43

Downtown Knoxville Alliance
Balance Sheet
As of March 31, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	0.00
1012 First Bank Checking	682,196.63
1016 Regions - Checking	147,609.52
Total 1005 Cash	\$ 829,806.15
1020 Investments - Cert Dep and MM	
1022 FirstBank CD 0680	96,075.51
1026 First Century Bank	255,247.13
1027 SunTrust MM Account	247,638.89
1029 Home Federal Bank - MM	245,086.04
Total 1020 Investments - Cert Dep and MM	\$ 844,047.57
Total 1000 Cash & Cash Equiv.	\$ 1,673,853.72
Total Bank Accounts	\$ 1,673,853.72
Accounts Receivable	
1110 Other Receivable	90,108.91
Total Accounts Receivable	\$ 90,108.91
Other Current Assets	
1350 Prepaid Expenses	450.00
Total Other Current Assets	\$ 450.00
Total Current Assets	\$ 1,764,412.63
TOTAL ASSETS	\$ 1,764,412.63
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
2020 Accounts Payable	7,222.43
Total 2000 Acc. Payable	\$ 7,222.43
Total Accounts Payable	\$ 7,222.43
Other Current Liabilities	
2600 Accrued Payables	306,249.98
Total Other Current Liabilities	\$ 306,249.98
Total Current Liabilities	\$ 313,472.41
Total Liabilities	\$ 313,472.41
Equity	
3900 Change in NA - unrestricted	985,259.17
Net Income	465,681.05
Total Equity	\$ 1,450,940.22
TOTAL LIABILITIES AND EQUITY	\$ 1,764,412.63

Downtown Knoxville Alliance

Statement of Cash Flows

March 2024

	TOTAL
OPERATING ACTIVITIES	
Net Income	15,689.46
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	135,624.33
1350 Prepaid Expenses	75.00
2020 Acc. Payable:Accounts Payable	-21,795.08
2600 Accrued Payables	-7,102.67
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	106,801.58
Net cash provided by operating activities	\$122,491.04
NET CASH INCREASE FOR PERIOD	\$122,491.04
Cash at beginning of period	1,551,362.68
CASH AT END OF PERIOD	\$1,673,853.72

BOARD OF DIRECTORS' MEETING

➤ STAFF REPORT FOR APRIL 2024

MARKETING

- Newsletters released on April 1 (spring mural, focus on April events and festivals).
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 177,313 followers (previous: 174,013; 171,762; 168,972).
- Marketing committee meeting scheduled for May 14 at 3 PM.

BUSINESS SUPPORT

- Website update and promotion for April 5 First Friday ArtWalk.
- Information to businesses on monthly events and conventions impacting staffing.

QUALITY OF LIFE

- Met with Core Spaces/HUB Knoxville about their project on Cumberland and how to engage students downtown.
- Met with UT's Center of Engagement to discuss ways to better engage with UT students and learn more about upcoming events, college visits, and orientations.
- Attended ambassador quarterly board meeting.
- Continue to provide road closure notifications to businesses.
- Continue to assist with Market Square permits.

OTHER

- DKA Marketing Position: 100+ applicants, talked with 18 candidates, finalizing process in the next few days.
- Preparing for Annual Meeting.
- Met with Young Williams about potential collaboration with upcoming projects.

Priorities Discussion

1. Office Market Engagement
 - a. Engage large companies in Knox County
 - b. Include members of large office companies in the Business Support Committee
 - c. Form a committee or taskforce for office tenants to discuss potential engagement ideas for downtown employees
 - d. Bringing back Pop-Up Shops
2. Office Space for DKA
3. Develop a better connection with UT
 - a. Bringing students downtown
 - b. Retaining students after graduation
4. Activate Market Square during the holidays in place of the icerink
5. Enrich connections to multipurpose stadium
6. Direct pedestrians from Market Square and/or Locust Street garages to Market Square
7. Krutch Park Extension Improvements
8. Increase budget for events
9. Potential funding partner for day shelter

From Quality of Life Committee:

1. Adding trashcans with pet waste dispensers at every block/intersection in downtown
2. Clean the trash on the outskirts of downtown that are often left unattended.
3. Work with developers of new construction on possible areas for artist to draw on plywood vs plain boarding around the construction area.