BOARD OF DIRECTORS' MEETING

AGENDA

JUNE 21, 2021, 5:00 PM

I. Welcome

II. Approval of Minutes
   A. *May Board Meeting

III. Committee Reports
   A. *Quality of Life

IV. Staff Report

V. Old Business

VI. New Business

VII. Public Forum

VIII. Adjournment

* Denotes action items

Upcoming Meetings:
   July 19, 11:30 – July Board Meeting
   August 16, 11:30 – August Board Meeting
   September 20, 11:30 – September Board Meeting

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

MINUTES

MAY 17, 2021, 11:30 AM VIA ZOOM

The Board of Directors of Downtown Knoxville Alliance met on Monday, May 17, 2021 via Zoom.

Board members present included Matthew DeBardelaben, Robin Easter, Rick Emmett, Vince Fusco, Becky Hancock, Daniel Smith, and Mary Katherine Wormsley. DKA and Knoxville Chamber staff in attendance included: Michele Hummel, Terry Tabor, and Robin Thomas.

I. Welcome

Matthew DeBardelaben, Board Chair, called the meeting to order.

II. Approval of Minutes

Matthew DeBardelaben asked for a motion to approve the April board meeting minutes. Robin Easter made a motion to approve the minutes as presented, Rick Emmett seconded the motion, which was unanimously approved by the Board.

III. Financial Report

Terry Tabor presented the financial report for the organization. Matthew DeBardelaben asked for a motion to approve the financial report. Becky Hancock made a motion to approve the financial report as presented. Mary Katherine Wormsley seconded the motion which was unanimously approved by the board.

IV. Staff Report

Staff presented an update on the activities from the previous month, social media numbers, and highlighted the upcoming month’s meetings. The full report was included in the agenda packet.

V. Old Business

There was no Old Business.

VI. New Business

A. Discussion of Budget FY 21-22

The board discussed the budget that will be presented to members at the June Annual Meeting. Matthew DeBardelaben made a motion to approve the budget with the following changes: increasing Merchant Support to $50,000, removing Office Support and Market Data/Recruitment, increase Development/Special Projects to $100,000, and change Quality of Life/Beautification to $95,000. Rick Emmett seconded the motion, which was unanimously approved.

B. Home Federal – Bank Signatures

DKA needs to update the signatures for Home Federal. Daniel Smith motion to include Michele Hummel and Robin Thomas on as signatures of this bank. Becky Hancock seconded the motion, which was unanimously approved by the Board.
C. Nominating Committee Update

Becky Hancock provided an update on the Nominating Committee. They meet on May 12 and will meet again on May 18. She noted that members will elect four directors at the Annual Meeting.

VII. Public Forum

There was no Public Forum.

VIII. Adjournment

With no other business, the meeting was adjourned.

______________________________
Secretary
QUALITY OF LIFE COMMITTEE

MINUTES

JUNE 15, 2021, 3:00 PM

The Quality of Life Committee for Downtown Knoxville Alliance met in person and via Zoom on June 15, 2021. Members present included co-chair—Becky Hancock, Christine Cinnamon, Rick Emmett, David Jones, Matt Miller, Ed Patrick, Brian Pittman, and Lauren Van Dyke. Staff included: Michele Hummel.

Budget for FY 20-21

Staff reviewed the budget with the committee, discussing projects and the remaining budget.

Request from Piano Project

Brian Clay presented the Piano Project to the committee. This program places pianos in various locations throughout downtown, which are painted by local artists. The goal is to connect and engage musical and visual art within the community.

The cost per piano is approx. $1430 (excluding the vinyl cover which was purchased last year).

A recommendation comes from the committee in the form of a motion to approve the Piano Project with placement of four pianos throughout downtown at the cost of $5,720. The committee suggested the following locations: Old City (100 block of West Jackson), Market Square (under the pavilion), Volunteer Landing (between Calhoun’s and the east side of Volunteer Landing), and Krutch Park Extension.

Request from Conservation Cooperative

The committee discussed the request from Conservation Cooperative for their annual request of $3,500 for the Pet Waste Dispenser Project. With this program, they dispense 180,000 bags throughout the city with the concentration in the downtown.

A recommendation comes from the committee in the form of a motion to approve the request for the Pet Waste Dispenser Project in the amount of $3,500.

Future Projects

There was a discussion about the possibility of activating Fire Street Alley, similar to Strong Alley. The committee discussed the possibility of additional lights, murals, etc. to make the alley feel more secure.

Staff will talk with the City and come back to the committee with some suggestions.

With no other business, the meeting was adjourned.
APPLICATION

Name: Brian Christopher Clay

Your Mailing Address: 2861 Mossy Oaks Lane, Knoxville, TN 37921

Phone Number: 404-246-2795 Email Address: brian@jazzspirations.com

Project Address: 2861 Mossy Oaks Lane, Knoxville, TN 37921

Requested Amount: $5000 Total Project Costs:

1. Describe the project:

Recording artist and jazz pianist BRIAN CLAY is partnering with Dogwood Arts in Knoxville for a Visual Art and Music initiative. The initiative is an extension of Dogwood's ART IN PUBLIC SPACES program called the “PIANO PROJECT of KNOXVILLE.” The project will invite the community to engage with each other as they share their love of music and the visual arts. Decorated by local artists and community groups, these pianos will be placed in public spaces, to create community engagement and opportunities for people to connect, using music and art as the common ground and catalyst. It's a musical and visual art equivalent to social media—prompting some to actively engage, while others can enjoy the engagement as a spectator. This project invites people to make music together...to enjoy art together...and be in community together. Each piano will be a symbol and celebration of the arts in places where artwork and music may not usually be found. After living in its public space, each piano/piece of art will be donated to a local school, nursing home, healthcare facility or community center—thereby creating another opportunity of interaction with a different segment of the Knoxville community.

2. If applicable, has the project been submitted and/or approved by the Downtown Design Review Board (D1) or the Historic Zoning Commission (H1)? □ Yes X No

3. Will you be receiving or asking for any financial incentives/assistance from other sources? YES

If so, how much: Private individual sponsorships are solicited in the amount of $800

4. Anticipated start date: immediately Anticipated completion: AUG/SEPT 2021

5. Has this project received DKA funding in the past? If so, when and amount?

YES, $5000

6. How does your project help enhance the CBID's mission to make downtown a better place in which to live, work and play?

There is a reinvigorated energy and activity, as restrictions are lessened and resident and visitors return to social and community gatherings in Downtown Knoxville. As experienced before, that positive energy is enhanced by the Piano Project of Knoxville. We work with some of Knoxville’s most talented local artists to create pieces of art that enhance the
development of a vibrant, cultural environment, and will attract more visitors. The Project can also be a motivation for creative people and innovative companies to engage with the project. The possibility of scheduled music events (i.e., jazz sessions, pop-up acoustic concerts, recitals for music students, etc.) using the instrument provides another next level of engagement and entertainment making the Downtown Knoxville area a WONDERFUL place to live, work and play.
Piano Project of Knoxville Budget for ONE Instrument

Moving
Average is $150 to $250 for upright instruments. Three moves needed for each instrument: 1) Moving from donation point to art/decoration space, 2) moving from art/decoration space to installation location, 3) move from installation location to end point.
$600

Instrument Acquisition
$250

Artwork supplies
Approximately 16 cans of spray paint at $5/can = $80
Golden Acrylic Paint set = $75
$180

Tuning and Tech
3 tunings: 1) immediately following artwork application, 2) immediately following installation, and 3) immediately following end point delivery.
$400

Piano Cover Upright Vinyl
$200

$1630 per instrument *

*This amount may vary depending on the details of each instrument
PIANO PROJECT OF KNOXVILLE

www.PianoProjectofKnoxville.com
#SitDownAndPlay
May 19, 2021

Michele Hummel
Executive Director
Downtown Knoxville Alliance

Ms. Hummel,

Thank you for your interest in sponsoring the Pet Waste Dispenser Project in downtown Knoxville.

I am requesting $3,500. to help cover the costs for 2021, which will include new boxes being installed in the downtown area. This is the same request approved the past six years. If accepted, this will help us replace older and vandalized units and keep the project going strong and the dispensers filled another year.

Since 2004, when the project began, we have continued to install bag dispensers and now maintain over 80 in the city of Knoxville. To encourage an increasing number of pet owners to pick up after their pets, we intend on installing more units in the downtown area this coming year. Please, let me know if there are individual residents or businesses that have a request for new bag dispensers as we have them ready to be installed today.

There are new residential developments being built that will undoubtedly bring more dogs to the downtown area. Pet waste, if not picked up, can be a real problem where there is little green space. Also, the fecal contamination to local streams can be significant.

Thanks again for your consideration and I look forward to discussing this with you further.

Sincerely,

Mark Campen
Conservation Cooperative

P.O. Box 27093
Knoxville, TN 37917

mcampen7@hotmail.com
Downtown Knoxville Bag Dispenser Locations:

O. P. Jenkins at Summit Hill (1)
Locust St. (1)
Market Square (1)
Krutch Park area (3)
Wall Ave. (2)
East of OP Jenkins/ Summit Hill (1)
Downtown Dog Park (3)
Volunteer Landing Marina and Greenway (2)
Southern Glass Building (1)
Depot Ave. at Central St. (1)
Regas Square (1)
State St. and S. Central (2)
Women’s Basketball Hall of Fame (1)
Marble Alley (2)

Old City (3) One has been removed on Willow Ave. due to new Stockyard lofts Apts; it will be replaced. Jackson Ave. and State St. are the other two locations.

Please let me know of other downtown areas that need bag dispensers. The total annual cost to maintain the bag dispensers throughout the city of Knoxville is $9,500.

Approximately 180,000 bags are dispensed annually.
# Quality of Life Budget FY 20-21

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<th>BUDGET</th>
<th>FY 19-20 Actuals</th>
<th>FY 20-21 Budget</th>
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<td>Spring Lighting Installation</td>
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<td>TOTAL</td>
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BOARD OF DIRECTORS’ MEETING
STAFF REPORT FOR JUNE 2021

MARKETING
- Continued promotion of Firefly Nights; early promotion of summer (coffees, cocktails, shopping, outdoor, events) through web, newsletter, and social.
- Newsletter with “Guide to Summer” released on May 17.
- Ongoing updates to website with shift to summer and growing number of events.
- Working with Loch & Key on update to 2020 video using non-mask footage captured during initial shoots.
- Update to posters in all municipal garage elevators from “COVID 5-Actions” to “Find It All Downtown” with QR-code to special webpage.
- Promotion of First Friday ArtWalk with 25 participating businesses in June.
- Increased focus on Living Downtown to support under-construction and planned apartments.
- Initial meetings with City of Knoxville, Dogwood Arts, and Visit Knoxville on Holiday 2021.
- Website – 247 businesses, 38 parking, 57 residential, 10 commercial properties
- Social Media – 107,515 followers (previous: 107,167; 106,244; 105,324). June total reflects drop in Twitter followers due to recent verification by Twitter of active accounts.

BUSINESS SUPPORT
- Continued promotion of “Downtown is Hiring” including positions available and quickest way to apply. Promotion of webpage through social, newsletter, and digital ads.
- Continued promotion of “Love Local, Support Small” through web, social, and local media.
- Launch of new website section on Downtown Development including series of articles on recent projects with developer perspective on downtown growth.
- Initial meetings with UT System on move to UT Tower and plans for engaging 300+ employees as they transition to new offices in early fall.

QUALITY OF LIFE
- Held Quality of Life Meeting to review two requests and discuss future projects.
- Replaced plantings hit by vandalism.
- Continue to work with the City and KPD on noise complaints and issues centered around cars in downtown streets and public garages.

OTHER
- Held Nominating Committee on Tuesday, May 18.
- Preparing for the Annual Meeting with mailing to membership, ensuring quorum, etc.