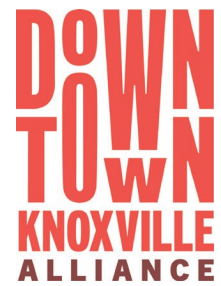


BOARD OF DIRECTORS' MEETING



NOVEMBER 15, 2021



I. Welcome	
II. Approval of Minutes	
A. *September Board Meeting	p. 3
B. *October Board Meeting	p. 5
III. *Financial Report	p. 7
IV. Committee Reports	
A. *Marketing Committee	p. 13
V. Staff Report	p. 19
A. *Bank Signers for DKA accounts	
B. Minimum Reserves	
VI. Old Business	
VII. New Business	
VIII. Public Forum	
IX. Adjournment	

* Denotes action items

Upcoming Board Meetings:

December 20, 11:30 am

January 24, 11:30 am

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

BOARD OF DIRECTORS MEETING



SEPTEMBER 20, 2021, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, September 20, 2021, at 17 Market Square.

Board members present included chair – Matthew DeBardelaben, Lorie Matthews, Michael Riley, John Sanders, Adrienne Webster, and Mary Katherine Wormsley. DKA and Knoxville Chamber staff in attendance included: Michele Hummel, Terry Tabors, and Robin Thomas

I. Welcome

Matthew DeBardelaben, chairman of the board, called the meeting to order.

II. Minutes

Mr. DeBardelaben called for the approval of the minutes from the July Board Meeting. Mary Katherine Wormsley made a motion to approve the minutes as presented. Michael Riley seconded the motion, which was unanimously approved by the Board.

III. Financial Report

Terry Tabors delivered the financial report for the corporation. Adrienne Webster made a motion to approve the financial report as presented. John Sanders seconded the motion, which was unanimously approved by the Board.

IV. Committee Reports

A. Ft. Kid Playground Project

In August 2020, the Board approved a motion to fund up to \$250,000 for creation of a slope to connect the new Ft Kid Playground, KMA, and Ft. Kid Parking Lot. Most grants from DKA are paid after the project is complete; however, per state procurement laws, the city can not initiate a contract for the slope until they have funds in hand. The city provided estimates for this project, which exceeds \$250,000. Staff recommends DKA send the \$250,000 to the city. John Sanders made a motion to approve DKA to submit \$250,000 in preparation for this project. Lorie Matthews seconded the motion, which was unanimously approved by the Board.

B. Sponsoring Candidate Forum for City Council

The Arts & Culture Alliance approached DKA about partnering with them for a City Council Candidates Forum. The event is scheduled for Oct 6 at the Emporium. Lorie Matthews made a motion to partner with them for the forum, Mary Katherine seconded the motion, which was unanimously approved.

V. Staff Report

Staff presented the staff report providing an update on the activities from the previous month, social media numbers, and highlighted the upcoming month's meetings. The full reports were included in the agenda packet.

There was also a discussion on trash can areas. Mary Katherine Wormsley received a few phone calls concerning trash cans in certain areas throughout downtown that look blighted. The city is experimenting with different trash disposal areas, hoping that we can implement areas below ground to improve the current look.

VI. Old Business

There was no Old Business.

VII. New Business

John Sanders said he is not in support of DKA supporting the lighting of Sunsphere at this time but suggested to concentrate our budget on Quality of Life issues.

The Board discussed the fact that they have received less complaints about loud cars and people in violation of the noise ordinance but noticed that graffiti seems to be picking up.

Matthew DeBardelaben said he visited a ballpark recently in another city and they had a DORA (Designated Outdoor Refreshment Area) around their ballpark to allow open container in that area. This idea might be a good solution for Knoxville's ballpark.

VIII. Public Forum

There was no Public Forum.

IX. Adjournment

With no other business, the meeting was adjourned.

Secretary

BOARD OF DIRECTORS MEETING



OCTOBER 18, 2021, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, October 18, 2021, at 17 Market Square.

Board members present included Lorie Matthews, John Sanders, Adrienne Webster, and Mary Katherine Wormsley. DKA and Knoxville Chamber staff in attendance included: Michele Hummel, Terry Tabors, and Robin Thomas

I. Welcome

Matthew DeBardelaben, chairman of the board, called the meeting to order.

II. Minutes

The minutes for September were not approved as we did not have quorum. The Board will be asked to approve them in November.

III. Financial Report

Terry Tabors delivered the financial report for the corporation. Due to lack of quorum, the financial report was not approved.

IV. Committee Reports

A. Business Support

The Business Support Committee meet September 13. The committee discussed new merchant businesses year to date, current initiatives and future initiatives to support business in downtown.

V. Staff Report

Staff presented the staff report providing an update on the activities from the previous month, social media numbers, and highlighted the upcoming month's meetings. The full reports were included in the agenda packet.

VI. Old Business

There was no Old Business.

VII. New Business

There was no New Business.

VIII. Public Forum

There was no Public Forum.

IX. Adjournment

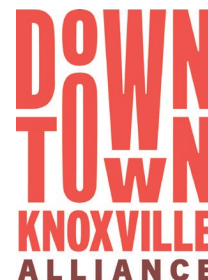
With no other business, the meeting was adjourned.

Secretary

MARKETING COMMITTEE



NOVEMBER 12, 2021 2:00 PM – VIA ZOOM



Downtown Knoxville Alliance board members present included Matthew DeBardelaben. Committee members present included Scott Bird, Moxley Carmichael; Dana Dalton, University of Tennessee; Oslo Cole, Osmotic Solutions; Shera Petty, Visit Knoxville; and Kat Torbett, Loch & Key Productions. Staff members included Michele Hummel and Robin Thomas.

Event Sponsorships

Lindsey Kimble from Bike Walk Knoxville joined the call to discuss a sponsorship request for Tour de Lights. Summary and application attached. Motion was made, seconded, and approved as listed below.

Event	Presenting		Request	Recommendation
Tour de Lights	Bike Walk Knoxville: Lindsey Kimble	p. xx	\$2,500	\$2,500
Total				\$2,500

Recommendation for Board Approval

1. \$2,500 to be approved as outlined above for Event Sponsorships.

The meeting was adjourned.

	Tour de Lights
Request	\$2,500
Date(s)	December 11
Description	Family-friendly bike parade
Location	Start in Old City with end in Market Square
History	Prior Years: 13 Funded by Alliance: 1
Most Recent Funding	FY 19-20: \$2,500
Event Producer	Bike Walk Knoxville and Visit Knoxville
Other Sponsors	Visit Knoxville, Three Rivers, Mast General Store
General Admission	Free
Expected Attendance	1,000+
Total Expenses	\$15,600
Projected Profit	(\$8,300)
Request/% of Exp	16%
Request/Attendee	\$2.50
Use of Funds	KPD expenses and event organization

Downtown Knoxville Alliance Sponsorship Request Application

Event: Tour de Lights

Date(s): Saturday, December 11, 2021

Location: The ride will start in the Old City at the corner of Willow Avenue and Patton Street and end in Market Square.

Produced by: Bike Walk Knoxville and Visit Knoxville

Sponsorship amount requested: \$2,500

Event History:

___ First-time event (#) 13 prior years (#) 1 years of previous Alliance funding

Contact: Lindsey Kimble

Phone: (574) 850-6767

Address: 903 Windgate St. Knoxville, TN 37919

Email: lindsey.kimble@bikewalktn.org

Event description: Tour de Lights is a fun, free, family friendly bike ride through downtown and North Knoxville. Participants are encouraged to get in the holiday spirit by decorating themselves and their bikes. The event engages neighborhoods and businesses, along with others who come out to view the festivities.

Additional sponsors: We have several confirmed event sponsors including Visit Knoxville, Three Rivers Market, and Mast General Store. We are working on obtaining sponsorships from other local businesses who have supported the event in the past and organizations including the Epilepsy Foundation who have donated helmets.

Planned use of funds requested: Assist with covering the cost of KPD and event organization.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees.

Past events have had 1,000+ people from all over Knoxville and surrounding area. Due to the nature of the event, it is difficult to measure event attendance and participation and collect data on the demographics of attendees, but it is a widely loved community event that engages community members from across Knoxville and the surrounding region.

What opportunities, if any, will be provided for downtown merchants to participate?

We encourage downtown merchants to be open for business on the date of the event, as we will encourage folks to come early and stay after the ride to support local businesses by shopping, eating at

restaurants, etc. We also have sponsorship opportunities available to downtown merchants that would provide them with publicity on our website, social media, and at the event.

How will this event positively impact downtown?

The event will bring 1,000+ participants/spectators to downtown to attend the event. These attendees are encouraged to support local businesses before and after the ride, which provides lots of positive exposure to businesses in downtown Knoxville. The ride will start in the Old City at the corner of Willow Avenue and Patton Street and end in Market Square, a route which we hope will highlight all the wonderful things happening downtown. Additionally, we hope that hosting the event on a Saturday evening will make it possible for folks to come early and stay after for shopping, food and drinks in the Old City and/or Market Square.

What effect would lack of Downtown Knoxville Alliance funding have on this event?

The support of the Downtown Knoxville Alliance would be a huge assistance in making this fun annual event possible. Without funding from the Downtown Knoxville Alliance, we would need to look elsewhere for additional sponsors to help cover the cost of the event.

Attach the following:

Projected *budget*, including detailed income and expenses
Detailed marketing and promotion plans
Previous three year *actual* financial results (if applicable)
Proof of nonprofit status (if applicable)

Item	Details
Facebook Event	Created November 3, 2021. https://fb.me/e/1j0guBz5Z
Ongoing publicity on TDL Facebook page	https://www.facebook.com/tourdelights
Ongoing publicity on BWK social media - Facebook, Instagram	https://www.facebook.com/BikeWalkKnoxville/ , https://www.instagram.com/bikewalkknox/?hl=en
Ongoing publicity on Visit Knoxville social media - Facebook, Instagram	https://www.facebook.com/visitknoxville/ , https://instagram.com/visitknoxville/
Promotion on BWK website	https://www.bwknox.org/tourdelights
Promotion on Visit Knoxville website	https://www.visitknoxville.com/event/tour-de-lights-presented-by-visit-knoxville-and-bike-walk-knoxville/7022/
Promotion on BWK email list	
Promotion on City of Knoxville Office of Neighborhood Empowerment "Neighborly Notice" newsletter	
Fliers to be distributed to local businesses and downtown organizations	Downtown businesses, bike shops, breweries, schools, neighborhood associations, etc.
Press release to announce details of event	
Target the Bike Community	

2021 Tour De Lights Budget

Revenue:

Downtown Knoxville Alliance	\$2,500
I Bike KNX	\$300
T-shirt Sales	\$2,000
Other Sponsors	\$2,500

Total Revenue \$7,300

Expenses:

KPD	\$8,300	
Bike Walk Knoxville Management and Planning Fee	\$5,000	
Misc./Ancillaries	\$1,000	Fliers, graphics, etc.
Photographer	\$300	
Sound System	\$0	Free with radio partner
T-Shirts	\$1,000	

Total Expenses \$15,600

In Kind Donations

Mast General	Hot Chocolate
Three Rivers Market	Cookies

Expense Less Revenue Total (\$8,300)