

BOARD OF DIRECTORS' MEETING

➡ AGENDA

OCTOBER 19, 2026, 11:30 AM



- I. Welcome
- II. *Approval of Minutes
 - A. September 2026 Board Meeting p. 3
- III. *Approval of Financials
 - A. Approval of September Financials p. 5
- IV. Staff Report p. 15
- V. Old Business
 - A. Update from ReLAUNCH - Linda Conaway
- VI. New Business
- VII. Public Forum
- VIII. Adjournment

* Denotes action items

Upcoming Meetings:

November 16, 11:30 - November Board Meeting

December 21, 11:30 - December Board Meeting

January 25, 11:30 - January 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

SEPTEMBER 21, 2026, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, September 21, 2026, at 11:30 am at the Emporium, 100 S. Gay Street.

Board members present included Courtney Bergmeier, Faris Eid, Nikki Elliott, Gay Lyons, Ellie Moore, and Aaron Thompson. Downtown Knoxville and Knoxville Chamber staff in attendance included: Callie Blackburn, Michele Hummel, Karen Kakinis, Angela Lunsford.

I. Welcome

Nikki Elliott chaired the meeting and called it to order.

II. Approval of Minutes

Nikki Elliott called for approval of the minutes from the August board meeting. Faris Eid made a motion to approve the minutes. Gay Lyons seconded the motion, which was unanimously approved by the board.

III. Financials

Angela Lunsford delivered the financial report, explaining the various reports. Courtney Bergmeier made a motion to approve the report. Aaron Thompson seconded the motion, which was unanimously approved by the board.

IV. Committee Report - Marketing

A. Marketing

The Marketing Committee met on September 9 to review four sponsorships. The committee made the following recommendations in the form of a motion to the board:

- Chanukah Celebration/Chabad of Knoxville for \$4,000. The motion was seconded by Gay Lyons, which was unanimously approved by the board.
- Old City Passport/Old City Association for \$2,000. The motion was seconded by Courtney Bergmeier and unanimously approved by the board.
- Phil Kline's UnSilent Night/Nief-Norf for \$1,000. The motion was seconded by the Gay Lyons and unanimously approved by the board.
- Sundae Funday/Ice Rink/City of Knoxville for \$5,500. The motion was seconded by Gay and approved by the board by the vote of 5-0 with Elle Moore recusing herself as she is employed by the City.

B. Quality of Life

Security Cameras on Market Square

KPD submitted a request to DKA for \$31,069.84 to purchase and install cameras in the Market Square area. The request includes six cameras, four fixed devices and two pan-tilt-zoom (PTZ) cameras. Footage from the cameras will be retained for 30 days or less. The cameras will not include facial recognition or license plate recognition capabilities.

The committee discussed the request and felt that the cameras would be a helpful addition to downtown's safety and security efforts and provide KPD with another tool to assist with calls for service and investigations in the downtown area. The request also aligns with feedback received through DKA's survey conducted last year, which identified increased safety and security measures as a priority.

The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$31,069.84. Gay Lyons seconded the motion, which was approved with the board by the vote of 5-0, with Ellie Moore recusing herself as she is employed by the City.

Mounted Patrol

Last year, KPD established a Mounted Patrol unit, and DKA helped move the program forward by providing funding for the purchase of three horses.

KPD has submitted a request to DKA in the amount of \$10,000 for continued support and maintenance of the program. The funds would be used for operational expenses, including feed, veterinary care, boarding, and other related costs.

The committee discussed DKA's interest in continuing to support the Mounted Patrol and helping maintain the program on an annual basis, particularly since the mounted patrols are primarily utilized in the downtown area.

The committee made a recommendation in the form of a motion to the board to fund \$10,000 for continued support of the Mounted Patrol. Gay Lyons seconded the motion, which was approved by the board with the vote of 5-0, with Ellie Moore recusing herself as she is employed by the City.

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

Linda Conaway with ReLAUNCH will be at the October meeting to provide an update on this program.

VIII. Public Forum

Sara Houchins thanked DKA for the recent promotion for Big Ears.

IX. Adjournment

The meeting was adjourned.

Secretary

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD September 30, 2026

Jul '26 - Jun '27

OPERATING ACTIVITIES

Net Income	(127,005)
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 - Other Receivable	(2,433)
1350 - Prepaid Expenses	13,596
1750 - Accumulated Depr - Leaseholds	219
1760 - Accumulated Depr - Furniture	485
2020 - Accounts Payable	53,659
2600 - Accrued Payables	8,750
Net cash provided by Operating Activities	(52,731)
INVESTING ACTIVITIES	-
1650 - Leashold Improvements	-
Net cash provided by Financing Activities	-
Net cash increase/(decrease) for period	(52,731)
Cash at beginning of period	1,111,569
Cash at end of period	1,058,838

Current Liabilities (61,171)

Accrued Payables (252,647)

Accounts receivable and Other 4,564

Prepaid Expenses 2,561

Fixed Assets 49,634

Subtotal **(257,059)**

Projected Remaining Budgeted Income (Expenses)

Revenue	1,256,826
Development	(115,000)
Quality of Life	(385,012)
Business Support	(32,712)
Marketing/Sponsorships	(283,424)
Administration	(228,063)
Subtotal	212,614

Projected Cash - Before Minimum Reserve **1,014,394**

Minimum Cash Balance - Reserve (150,000)

Projected Cash Availability 864,394

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD September 30, 2026

Project	Grants	Permit Date	Comp Date	Accrued
Art & Cultural Alliance	10,000			6/30/2024
Women's Suffrage Museum	100,000			6/1/2026
Embassy Suites Facade Grant	100,000			6/15/2026
	<u>210,000</u>			

* City approval required

Note: Farragut Building/Hyatt Place, 530 S. Gay Street

In 2015, DKA Board agreed to receive \$4,578 and abate the increased incremental assessments during the project's 25-year PILOT term which ends 3/17/41.

* City approval required

Note: Church + Henley formerly State Supreme Court, 700 Henley Street

In 2019, DKA approved a 10-year abatement of the incremental assessment for the State Supreme Court project starting 48 months after developers close on the two parcels to allow for construction and project stabilization. DKA will continue to receive assessments for both properties based on the acquisition cost. DKA's assessment is expected to be approx. \$3,208 during the abatement time. The City's 25 year PILOT term ends 3/4/48. The property closed on 9/30/19. DKA's abatement ends 9/30/2033.

Note: Suffrage Museum: 706 S. Gay Street and 708 S. Gay Street

A recommendation in the form of a motion to approve \$50,000 for 706 S. Gay Street and \$50,000 for 708 S. Gay Street with the contingency that the Suffrage Coalition closes on 708 S Gay Street . The committee recommended that \$85,000 from the FY 25-26 Budget and \$15,000 from Available Cash Reserves.

Downtown Knoxville Alliance
Budget Variance Report
For the 3 Periods Ended September 30, 2026

	July 2026 - September 2026			July 2026 - June 2027		
	Actual	Budget	Variance	Budget	Remaining	75% Remaining
Income						
4020 CBID Assessment	3,583	309,250	305,667	1,237,000	1,233,417	100%
4100 Interest on Cash Reserves	6,591	7,500	909	30,000	23,409	78%
Total Income	\$ 10,174	\$ 316,750	\$ 306,576	\$ 1,267,000	\$ 1,256,826	99%
Gross Profit	\$ 10,174	\$ 316,750	\$ 306,576	\$ 1,267,000	\$ 1,256,826	99%
Expenses						
5100 Business Support						
5150 Merchant Support	22,288	13,750	(8,538)	55,000	32,712	59%
Total 5100 Business Support	\$ 22,288	\$ 13,750	\$ (8,538)	\$ 55,000	\$ 32,712	59%
5200 Development						
5205 Special Projects	-	25,000	25,000	100,000	100,000	100%
5225 Path to Prosperity	-	3,750	3,750	15,000	15,000	100%
Total 5200 Development	\$ -	\$ 28,750.00	\$ 28,750.00	\$ 115,000.00	\$ 115,000.00	100%
5300 Marketing Expenses						
5305 Advertising	5,383	16,250	10,867	65,000	59,617	92%
5306 Print & Content Dev.	19,403	16,250	(3,153)	65,000	45,597	70%
5360 Sponsorships - Events	17,500	35,000	17,500	140,000	122,500	88%
5364 Downtown Scavenger Hunt	3,189	5,000	1,811	20,000	16,811	84%
5375 Website	1,100	7,500	6,400	30,000	28,900	96%
5376 Brand Refinement	-	2,500	2,500	10,000	10,000	100%
Total 5300 Marketing Expenses	\$ 46,576	\$ 82,500	\$ 35,924	\$ 330,000	\$ 283,424	86%
5400 Administration						
5415 Office Lease Expenses	4,226	5,500	1,274	22,000	17,774	81%
5420 Meals/Lodging/Travel	1,433	1,500	67	6,000	4,567	76%
5430 Office Expenses	2,314	2,000	(314)	8,000	5,686	71%
5435 Bank Fees	266	50	(216)	200	(66)	-33%
5440 Postage	21	625	604	2,500	2,479	99%
5450 Professional Svc	-	3,000	3,000	12,000	12,000	100%
5460 Services Contract	51,951	57,070	5,119	228,280	176,329	77%
5465 Professional Dev.	6,455	3,250	(3,205)	13,000	6,545	50%
5480 Software	415	625	210	2,500	2,085	83%
5490 Insurance D&O	238	225	(13)	900	662	74%
Total 5400 Administration	\$ 67,317	\$ 73,845	\$ 6,528	\$ 295,380	\$ 228,063	77%
5650 Quality of Life						
5655 Security	10,000	37,000	27,000	148,000	138,000	93%
5657 Ambassador Program	42,795	42,795	-	171,180	128,385	75%
5659 Beautification	303	15,000	14,697	60,000	59,697	99%
5663 Open Street Activation	-	1,250	1,250	5,000	5,000	100%
5664 Initiatives from Survey	31,069	21,250	(9,819)	85,000	53,931	63%
Total 5650 Quality of Life	\$ 84,167	\$ 117,295	\$ 33,128	\$ 469,180	\$ 385,013	82%
6000 Depreciation Expense	2,110.26	-	(2,110.26)			
Total Expenses	\$ 222,458	\$ 316,140	\$ 93,682	\$ 1,264,560	\$ 1,044,212	83%
Net Income	\$ (212,284)	\$ 610	\$ 212,894	\$ 2,440	\$ 212,614	

Accrued Payables at 09.30.26

Marketing/Branding/Activation Requests/COK Street Closures	FY24	\$	3,456.21
Art & Cultural Alliance - Emporium Project	FY24	\$	10,000.00
Sustainable Solutions - Cigarette Litter Prevention & Recycling	FY26	\$	3,190.48
East TN History Center - For 2026 Programming	FY26	\$	5,000.00
Knoxville Museum of Art for 2026 Programming	FY26	\$	5,000.00
2026 Old City Market & 1st Friday Block Parties	FY26	\$	5,000.00
13th Knox Asian Festival at World's Fair Park - August 29-30, 2026	FY26	\$	2,500.00
City of Knoxville Concerts on the Square	FY26	\$	2,000.00
Old City Association Rhinestone Fest - June 5-6, 2026	FY26	\$	1,500.00
Women's Suffrage Museum	FY26	\$	100,000.00
Embassy Suites Knoxville Downtown - Façade Grant	FY26	\$	100,000.00
Hola Hora Latina - 26th Annual HoLa Festival - October 10, 2026	FY26	\$	2,500.00
Chabad of Knoxville Chanukah Celebration - December 6, 2026	FY26	\$	4,000.00
Old City Association - Old City Passport	FY26	\$	2,000.00
Nief-Norf - Phil Kline's Unsilent Night - December 4, 2026	FY26	\$	1,000.00
City of Knoxville Sunday Funday (Ice Rink) 11/27/26-01/03/27	FY26	\$	5,500.00
			<hr/>
			\$ 252,646.69

Downtown Knoxville Alliance

Statement of Cash Flows

September 2026

Account Name	Total
OPERATING ACTIVITIES	
Net Income	-127,005.30
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	-2,433.29
1350 Prepaid Expenses	13,595.59
1750 Accumulated Depreciation:Accumulated Depr - Leaseholds	218.75
1760 Accumulated Depreciation:Accumulated Depr - Furniture	484.67
2020 Acc. Payable:Accounts Payable	53,658.70
2600 Accrued Payables	8,750.00
Total for Adjustments to reconcile Net Income to Net Cash provided by operations:	\$74,274.42
Net cash provided by operating activities	-\$52,730.88
NET CASH INCREASE FOR PERIOD	-\$52,730.88
Cash at beginning of period	\$1,111,569.20
CASH AT END OF PERIOD	\$1,058,838.32

Downtown Knoxville Alliance
Balance Sheet
As of September 30, 2026

	As of Sep 30, 2026	As of Sep 30, 2025	Change	% Change
ASSETS				
Current Assets - Bank Accounts				
1000 Cash & Cash Equiv.				
1012 First Bank Checking	(57,438.62)	(9,903.14)	(47,535.48)	-480.00%
1014 First Bank ICS	851,006.39	984,290.61	(133,284.22)	-13.54%
1020 Investments - Cert Dep and MM				
1022 FirstBank CD 0680	-	103,966.25	(103,966.25)	-100.00%
1036 Home Federal CD 2895	265,270.55	256,141.99	9,128.56	3.56%
1037 First Century CD 0328	-	245,000.00	(245,000.00)	-100.00%
1038 Truist CD 6084	-	258,104.31	(258,104.31)	-100.00%
Total 1020 Investments - Cert Dep and MM	\$ 265,270.55	\$ 863,212.55	\$ (597,942.00)	-69.27%
Total 1000 Cash & Cash Equiv.	\$ 1,058,838.32	\$ 1,837,600.02	\$ (778,761.70)	-42.38%
Total Bank Accounts	\$ 1,058,838.32	\$ 1,837,600.02	\$ (778,761.70)	-42.38%
Accounts Receivable				
1110 Other Receivable	2,433.29	305.01	2,128.28	697.77%
Total Accounts Receivable	\$ 2,433.29	\$ 305.01	\$ 2,128.28	697.77%
Other Current Assets				
1350 Prepaid Expenses	2,561.28	1,614.58	946.70	58.63%
Total Other Current Assets	\$ 2,561.28	\$ 1,614.58	\$ 946.70	58.63%
Total Current Assets	\$ 1,063,832.89	\$ 1,839,519.61	\$ (775,686.72)	-42.17%
Fixed Assets				
1650 Leasehold Improvements	15,750.00	15,750.00	-	0.00%
1660 Furniture & Equipment	44,412.62	40,712.62	3,700.00	9.09%
1700 Accumulated Depreciation				
1750 Accumulated Depr - Leaseholds	(3,258.43)	(633.43)	(2,625.00)	-414.41%
1760 Accumulated Depr - Furniture	(7,270.05)	(1,454.01)	(5,816.04)	-400.00%
Total 1700 Accumulated Depreciation	\$ (10,528.48)	\$ (2,087.44)	\$ (8,441.04)	-404.37%
Total Fixed Assets	\$ 49,634.14	\$ 54,375.18	\$ (4,741.04)	-8.72%
Other Assets				
1925 Security Deposit	2,130.48	2,130.48	-	0.00%
Total Other Assets	\$ 2,130.48	\$ 2,130.48	\$ -	0.00%
TOTAL ASSETS	\$ 1,115,597.51	\$ 1,896,025.27	\$ (780,427.76)	-41.16%
LIABILITIES AND EQUITY				
Current Liabilities - Accounts Payable				
2020 Accounts Payable	61,171.13	70,030.33	(8,859.20)	-12.65%
Total 2000 Acc. Payable	\$ 61,171.13	\$ 70,030.33	\$ (8,859.20)	-12.65%
Total Accounts Payable	\$ 61,171.13	\$ 70,030.33	\$ (8,859.20)	-12.65%
Other Current Liabilities				
2600 Accrued Payables	252,646.69	1,036,613.34	(783,966.65)	-75.63%
Total Other Current Liabilities	\$ 252,646.69	\$ 1,036,613.34	\$ (783,966.65)	-75.63%
Total Current Liabilities	\$ 313,817.82	\$ 1,106,643.67	\$ (792,825.85)	-71.64%
Total Liabilities	\$ 313,817.82	\$ 1,106,643.67	\$ (792,825.85)	-71.64%
Equity				
3900 Change in NA - unrestricted	1,014,064.33	1,010,089.64	3,974.69	0.39%
Net Income	(212,284.64)	(220,708.04)	8,423.40	3.82%
Total Equity	\$ 801,779.69	\$ 789,381.60	\$ 12,398.09	1.57%
TOTAL LIABILITIES AND EQUITY	\$ 1,115,597.51	\$ 1,896,025.27	\$ (780,427.76)	-41.16%

Downtown Knoxville Alliance

Profit and Loss

September 2026

	Sep 2026	Sep 2025 (PY)	Change	% Change
Income				
4020 CBID Assessment	2,433.29	305.01	2,128.28	697.77%
4100 Interest on Cash Reserves	2,002.38	2,909.04	(906.66)	-31.17%
Total Income	\$ 4,435.67	\$ 3,214.05	\$ 1,221.62	38.01%
Gross Profit	\$ 4,435.67	\$ 3,214.05	\$ 1,221.62	38.01%
Expenses				
5100 Business Support				
5150 Merchant Support	21,336.83	21,131.47	205.36	0.97%
Total 5100 Business Support	\$ 21,336.83	\$ 21,131.47	\$ 205.36	0.97%
5300 Marketing Expenses				
5305 Advertising	3,485.41	30,770.58	(27,285.17)	-88.67%
5306 Print and Content Development	12,846.48	25,472.69	(12,626.21)	-49.57%
5360 Sponsorships - Events	12,500.00	-	12,500.00	
5375 Website	550.00	3,214.75	(2,664.75)	-82.89%
Total 5300 Marketing Expenses	\$ 29,381.89	\$ 59,458.02	-\$ 30,076.13	-50.58%
5400 Administration				
5415 Office Lease Expenses	1,396.99	911.99	485.00	53.18%
5420 Meals/Lodging/Travel	97.74	(1,034.87)	1,132.61	109.44%
5430 Office Expenses	1,761.79	226.69	1,535.10	677.18%
5440 Postage	7.80	13.32	(5.52)	-41.44%
5460 Services Contract	17,316.85	16,892.55	424.30	2.51%
5465 Professional Dev.	3,817.58	5,226.23	(1,408.65)	-26.95%
5480 Software	107.07	87.95	19.12	21.74%
5490 Insurance D&O	79.17	70.84	8.33	11.76%
Total 5400 Administration	\$ 24,584.99	\$ 22,394.70	\$ 2,190.29	9.78%
5650 Quality of Life				
5655 Security	10,000.00	9,032.24	967.76	10.71%
5657 Ambassador Program	14,265.00	14,265.00	-	0.00%
5659 Beautification	99.00	105.00	(6.00)	-5.71%
5663 Open Street Activation	31,069.84	-	31,069.84	
Total 5650 Quality of Life	\$ 55,433.84	\$ 23,402.24	\$ 32,031.60	136.87%
6000 Depreciation Expense	703.42	703.42	-	0.00%
Total Expenses	\$ 131,440.97	\$ 127,089.85	\$ 4,351.12	3.42%
Net Operating Income	\$ (127,005.30)	\$ (123,875.80)	\$ (3,129.50)	-2.53%
Net Income	\$ (127,005.30)	\$ (123,875.80)	\$ (3,129.50)	-2.53%

Downtown Knoxville Alliance

A/R Aging Summary Report
As of Sep 30, 2026

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	Total
City of Knoxville.	2,433.29					2,433.29
TOTAL	2,433.29					\$2,433.29

Downtown Knoxville Alliance

A/P Aging Summary Report
As of Sep 30, 2026

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	Total
Callie Blackburn	120.00					120.00
Card Services Center - Mastercard	5,089.36					5,089.36
Center for European Cultures & Connections	1,250.00					1,250.00
Christmas Decor Plus More	18,800.00					18,800.00
Graphic Creations	2,178.49					2,178.49
HOLA Hora Latina	2,500.00					2,500.00
Knoxville Chamber	17,572.76					17,572.76
Knoxville News Sentinel	3,071.52					3,071.52
KUB	99.00					99.00
Professional Sports Publications	7,250.00					7,250.00
Southern Bloom Social	3,240.00					3,240.00
TOTAL	61,171.13					\$61,171.13

Downtown Knoxville Alliance
Uncleared Checks Report
as of September 30, 2026

Date	Transaction Type	Num	Name	Amount
08/14/2026	Bill Payment (Check)	3000	Hummel, Michele	(44.70)
08/28/2026	Bill Payment (Check)	3010	Knoxville Police Department	(11,407.18)
09/18/2026	Bill Payment (Check)	3020	Card Services Center - Mastercard	(5,627.06)
09/25/2026	Bill Payment (Check)	3022	Knoxville Police Department	(31,069.84)
09/25/2026	Bill Payment (Check)	3024	Knoxville Police Department	(10,000.00)
				(58,148.78)

BOARD OF DIRECTORS' MEETING



STAFF REPORT FOR OCTOBER 2026

MARKETING

- October Newsletter released promoting Wicked Cool.
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 264,022 followers (previous: 263,023, 258,660, 255,908). Includes Facebook, Instagram, X, TikTok, Threads, YouTube, and LinkedIn.
- The next Marketing Committee meeting will be held on November 11. (Final in 2026)

BUSINESS SUPPORT

- Website update and promotion for October 2 First Friday ArtWalk.
- October information to businesses on monthly events & conventions impacting staffing.
- Wicked Cool promotions continue (Cool Cats, costume contest, Trick or Treat on the Square, lighting and décor, and themed business specials).
- Preparing in advance for holiday promotions; renewing contract with Elf on the Shelf.

QUALITY OF LIFE

- Working with stakeholders and partners to clean up the alleyways of Market Square.
- Newsletters for residents and merchants: closures, events, etc.

OTHER

- Staff is working on the FY 25-26 Audit
- Media Inquiries/Interviews: WATE: Halloween/Wicked Cool
- Met with Karyn Adams and Denzel Grant to discuss DKA Budget, priorities and hear their thoughts and concerns for downtown. Setting up meetings with other council members.
- Developing a survey for downtown businesses to see what activities and events work best for them.