

**MidTown, Inc. Board of Directors  
Meeting Minutes, December 8, 2020**

CALL TO ORDER: President Schladensky called to order the December meeting at 4:00 p.m.

BOARD MEMBERS IN ATTENDANCE: Cameron Bean, Andrew Carpenter, Ellie Fober, Pam Hodge, Sean Knox, Jim Livingston, Matt Massey, Chuck McDaniel, Blake Melton, Tyler Pritchard, Gwen Ruff, Muffy Schladensky, Judy Tucker, Tripp Wade, Chris Walker, Willie Wells Staff: Sara Carver, Julio Portillo

MINUTES: Minutes from the November 10th meeting were approved as presented.

FINANCIAL: Chuck McDaniel reviewed the financials, which were accepted as presented. Per our November 2020 Financial Statements it continues to show that we are slowly starting to earn on our CD's and stocks. Our liabilities are back up as well as our expenses due to current staff and the fact we are back working and working in the office. Mr. Portillo added that our current total for our annual fund does not reflect the \$7,000 that we received on 11/30/20 but will on the December Statements which would bring November's annual fund to \$20,000. Mr. Portillo announced that close to 40% of the board have made their financial contribution. He informed the board that there is still time to make their financial contribution for the year.

Mr. Portillo reviewed the 2021 Budget, which were accepted as presented. He went over in detail over the significant changes that have been made to the upcoming year's budget. Mr. Portillo pointed out that there is an increase from individual giving and corporate donations from 2020 to 2021. Even throughout the chaos this past year brought us due to Covid19, we still received a generous amount in donations which led to this decision. We are not budgeting nor planning a lot of the things MidTown, Inc. has done in the past except for the Mingle which has a budget of \$10,000. Due to the uncertainty of Covid19 and its restrictions, we have decided to avoid large gatherings. Mr. Portillo explained that due to the financial deficits that 2020 brought us we are unable to renew Hallie Fivecoat's contract that is set to expire end of this month.

Mr. Portillo announced that we received an invitation 10 days ago for our PPP Loan Forgiveness Application which has been submitted. Synovus emailed us yesterday to come in to sign the application which is a good sign and shows that we are on track with this. He did let everyone know that he will keep us updated.

**COMMITTEE REPORTS**

Community Outreach: Mr. Portillo was happy to share the praises and accolades we received from the community for LightUp MidTown. A lot of people who live outside of the Midtown area commended us for the on effort this project. LightUp MidTown allowed us to secure 4 permanent murals. The goal of LightUp MidTown was to bring art to beautify the 13<sup>th</sup> Street corridor especially while we are waiting on the 13<sup>th</sup> Street resurfacing.

Economic Development: Pam Hodge informed the board that she had spoken with GDOT a couple of days ago and we are moving forward on the resurfacing on 13<sup>th</sup> Street to begin 6/20/2021. She did say they would be doing the striping on only what has been approved by council. She will have a better timeline on this after the new year. She also mentioned that the panels have been ordered and received by the installer who is reviewing it to make sure they are ok for the outdoor learning trail on MLK. She also added that they are bidding out the connection from MLK to the Riverwalk. Mr. Portillo shared an update about our position statement opposing the rezoning 1700 10<sup>th</sup> Avenue. City Council did not recommend that rezoning. There is another developer interested in this. We are told that this new development will fit adequately in the space and good for the neighborhood. Mr. Portillo let everyone know that the first meeting requesting to rezone height restrictions for Storage Xtra at Cross Country Plaza went before council today. They will vote on this next Tuesday 12/15/2020.

Nominating Committee: Mr. Wade reviewed the new board member nominations for 2021-2022 which were accepted as presented. 2021-2022 New Board Members are Pete Berry, Kim Antekeier and Brian Waters.

Fundraising/Capital Campaign Committee: Mr. Portillo stated that this committee has agreed on soliciting the professional services from Columbus and The Valley, to develop our marketing pieces. We are going to take our time on these marketing pieces. We want to make sure we are thorough and have everything in order before letting the public know. Our goal is to unveil this sometime in 2021.

Hilton Avenue Property: Jim Livingston explains that the key is finding something that can be economically feasible for all of us as well as pleasing to the neighborhood and to the rest of the community. We need to look at the density and quality when realistically looking at this property.

MBA Report: no new updates.

Ex-officio: No Reports

#### DEVELOPMENT REPORTS

2020 UnMingled: Mr. Portillo updated the board that the 2020 UnMingled brought in \$36,963.10 in total revenue. We collected \$27,500 from Corporate and Patron Sponsors and had \$5,521.51 in expenses. Our Total Net Income for 2020 UnMingled was \$31,449.50.

#### EXECUTIVE DIRECTOR'S REPORT

Strategic Plan: Mr. Portillo let the board know that we have worked on our revised first draft of our Strategic Plan. He hopes to receive the 2<sup>nd</sup> draft in 2 weeks and will share once we receive. The plan is to have this ready by January 2021.

Staff, administrative and 2021: Mr. Portillo was proud to share that the staff at MidTown are pulling together to share the responsibilities and duties with losing Hallie as well as returning safely back to work.

OTHER BUSINESS: Mrs. Schladensky thanked everyone for their time and commitment and wished everyone a Happy Holiday.

The meeting was adjourned by President Schladensky.