

**MidTown, Inc. Board of Directors
Meeting Minutes, January 19, 2021**

CALL TO ORDER: President Schladensky called to order the January 19, 2021 meeting at 4:00 p.m.

BOARD MEMBERS IN ATTENDANCE: Kim Antekeier, Pete Berry, Craig Burgess, Will Burgin, Andrew Carpenter, Ellie Fober, Jennie Hannay, Tom McKenna, Bennie Newroth, Virginia Peebles, Gwen Ruff, Muffy Schladensky, Chris Walker, Amy Ward, Brian Waters
Staff: Julio Portillo, Kelley Watts, Bitsy Dedwylder, Sara Carver

Nominating Committee: Mr. Portillo welcomed our new board members for 2021-2023 which are Kim Antekeier, Pete Berry, and Brian Waters. He also added that as of 12/31/2020, Ed Burdeshaw has officially retired from our Board of Directors as President Emeritus.

MINUTES: Minutes from the December 8th meeting were approved as presented.

FINANCIAL: Kelley Watts reviewed the financials, which were accepted as presented. Per our December 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 stated that we had close to 90% of the board that contributed financially. He also pointed out that there was an increase from individual giving and corporate donations from 2020 to 2021. Even throughout the chaos 2020 brought us due to Covid19, we still received a generous amount in donations.

Mr. Portillo announced as of today that we were invited through email to apply again for funds for the PPP Loan Forgiveness. There is a glitch with the application form, but Kelley is working on it and we hope to get this resolved and sent back. He did let everyone know that we are applying for \$41,665 and will keep everyone 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 5 permanent murals. They were secured financially through The Knight Foundation and South Arts. To close out the South Arts Grant we are having to work on the 2nd portion of the project which is a public participation and community input. This will be done in the form of a online survey produced by YALA and then emailed and sent out through social media. Mr. Portillo requested that each board member to fill out the survey once they receive it.

Mr. Portillo announced that he is exploring ideas for MidTown to partner & be involved in the Victory Community Garden. This is an effort by Turn Around Columbus which will be located behind the Marshall Success Center & Davis Elem. School and along MLK Blvd. Mr. Portillo thanked Judy Tucker for volunteering to be a liaison for this project. She will be forming an outreach committee & will be the point of contact if anyone would like to participate.

Mingle Committee: President Schladensky requested MidTown to save the date for our upcoming Mingle. This year's Mingle will still take place on the 2nd Thursday of October which will be 10/14/2021. Mr. Portillo officially locked in this date for our Mingle. He reminded the BOD that we plan to be vigilant and follow all protocols needed to reassure everyone's health and safety.

Economic Development: Mr. Portillo said that we remain on schedule for the resurfacing of 13th Street for June 2021. He also mentioned that he touched base regarding our parks with Holly Browder, Parks & Rec. and Donna Newman, Engineering Dir. A lot of the conversation was geared towards the children's bicycle park at Dinglewood Park. We are currently waiting on the Flood Zone Maps for this area. Arch Designs & Trail Solutions is helping with this. He also announced that Lakebottom Park has 10 new banners going around the park. The playground at Ewart Park has been replaced. Parks & Rec. did say that they are going to start making some upgrades and improvements to Tillis Rec. Center. They were very pleased and impressed with our LightUp MidTown & would like to donate a retaining wall on Tillis Park to have a mural on it. Mr. Portillo said he this is something he would like to look into with any leftover funds from LightUp MidTown to accomplish this.

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 currently working on a couple of different options for the cover of the fundraising booklet. We are also working on an updated version of our MidTown map. We wanted to clean it up, make it more legible, add points of interest and our accomplishments by MidTown. We've already received 1st drafts & continue to work on this. Mr. Portillo reminded this committee that there will be a meeting scheduled on Wednesday, 1/27. We plan to share updates & possibly alternatives for the Hilton Ave. property next meeting.

Finance/Investments Committee: Mr. Portillo reported that our Synovus CD is maturing at the end of this month. Per Chuck's recommendation, we plan to shop around to other MidTown banks & see what each have to offer in terms of a CD. We also will explore with the earnings from our Coca Cola stock at Sun Trust. As of 12/31/2020 our Coca Cola stock is valued at \$24,823.00 & the original gift was \$21,588.00.

MBA Report: Mr. Portillo shared that our renewal invoices have already been mailed out.

Ex-officio: No Reports

MidTown UnMingled Update: Mr. Portillo updated the board that we received funds from sponsors in December that were to go towards the UnMingled. UnMingled brought in \$38,900 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 \$33,379.

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 plans to share the 2nd draft to the BOD once he receives it.

Annual Report: Mr. Portillo plans to release this report in May 2021.

Administrative Updates: Mr. Portillo is scheduling the end of the year staff evaluations soon. Also reminded the BOD that the staff continues to work both from home and the office. All safety protocols are being followed when we are in the office.

OTHER BUSINESS: None

The meeting was adjourned by President Schladensky.