

**MidTown, Inc. Board of Directors  
Meeting Minutes, August 10, 2021**

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

BOARD MEMBERS IN ATTENDANCE: Pete Berry, Craig Burgess, Andrew Carpenter, Jennie Hannay, Pam Hodge, Sean Knox, Chuck McDaniel, Blake Melton, Amanda Rees, Gwen Ruff, Muffy Schladensky, Tripp Wade, Chris Walker, Brian Waters. Staff: Sara Carver, Bitsy Dedwylder, Julio Portillo

MINUTES: Minutes from the May 11th meeting were approved as presented.

FINANCIAL: Chuck McDaniel reviewed the financials, which were accepted as presented. Per our 2021 Financial July 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. He did add that we had received almost \$30k during the summer for the Mingle. We have received an additional \$15k in sponsorships just within the last 2 weeks for the Mingle. We also have started to receive contributions from our Spring Ask.

**COMMITTEE REPORTS**

Economic Development: Ms. Hodge stated she reached out to GDOT about the 13th St. Project and sent over a list of questions that Julio had requested. She was able to speak to JD Abercrombie, the Columbus Area Manager, who was able to respond back. He said that the project for resurfacing will start on Vet. Parkway that follows Spur 22 to the west of Reese Road intersection that is set for Oct. 2021. There is no time frame at this point for this project because once it's awarded then it will be part of the agreement for the time frame with the contractor. They do anticipate that this will be a project done at night. They expect the contractor to start with the portion of the Spur of 22 that goes east of Reese Road within the next 2 weeks. They split this project up into 2 pieces.

Bitsy and Julio shared that they had the opportunity to meet with the King of Kings Kafe on Wynnton Road and they wanted our guidance on how they can occupy this space to set up his business where it can elevate Wynnton Rd. and compliment the efforts of the Wynnton Streets Project. Flournoy within TWR is lending her time pro-bono on coming up with ideas and signage to help with this. They want people to get a sense of community which is why they came to MidTown, Inc. They had their grand opening & ribbon cutting on 7/17. Mr. Portillo thanked Brian Waters for attending. We have requested from Public Works to adopt the pocket park and gateway entrance on Forest and Wynnton which was granted. The church will be responsible for maintaining the upkeep for this area. We are very grateful for their involvement and will also keep you updated on these new developments.

Mr. Portillo stated that they had an onsite walk thru of the Victory Community Garden and that this will be a large yet very impactful project. We are continuing to explore creative ways for how MidTown can partner & be involved. This is an effort by Turn Around Columbus which will be located behind the Marshall Success Center & Davis Elem. School and along MLK Blvd. We plan to share our options once we receive finalized numbers and drawings.

Comprehensive Campaign Committee: Mr. Portillo shared that after working for close to a year on a capitalization project & its efforts for MidTown, Inc. This will help us implement our involvement where we can continuously advocate work for various projects. However, there are phases within this. We are currently starting our quiet phase of this campaign. This is where we are meeting 1 on 1 with our major donators. We plan to do this for the next 10-12 months. We believe this will help us lay a foundation & build gift of leadership. Our hope is by the time we go public with this campaign we will have raised 50% of \$4.5 million from doing this behind the scenes with our major donors. This will welcome all gifts..."no gifts is to small to help make an impact". Mr. Portillo shared our campaign booklet, MidTown Matter. Our theme is to Imagine, Impact & Invest. This will help answer the burning question "What does MidTown do?". We have asked the Pease Family to help chair this campaign. Their excitement and deep ties to MidTown as well as a nice size leadership gift has helped us kickstart this campaign. We will keep everyone updated with the new developments within this campaign. These meetings take place the last Wednesday of every month for anyone who would like to join this committee.

Hilton Property Exploratory Committee: Mr. Portillo also added that we continue to explore alternatives for the Hilton property and numbers to go with 3 types of vision/use scenarios. The 3 visions are housing, commercial and recreation. We reached out to our top donor in hopes of supporting one of these visions. They informed him that they will not be able to support our initiative at this point. Due to this recent development MidTown has decided not to pursue the property on Hilton Ave. Unfortunately, none of these scenarios are feasible for this particular property. We will continue to do what we can to protect this property. Our advocacy efforts will continue to make sure that it is developed adequately.

MidTown Mingle: Mr. Portillo was happy to announce that Maudie Huff has finished the artwork for this year's Mingle. He added that it's a beautiful painting of Lakebottom. Information for this year's Mingle is set to go out this Thursday in the MidTowner. We have our logo, posters and social media materials already created and almost finished with our invitations. The deadline to be a logo sponsor is 8/21. He did ask the committee to consider sponsoring this event and/or purchase tickets. This will be the first year to have a direct link on our website for all sponsor opportunities and ticket purchases. Invitations should be mailed out first of September. We have already received a little over \$45k in sponsorships. This is going to be a great celebration outside at Lakebottom with live music, dinner, and drinks.

MBA Report: Mr. Portillo shared that we started working on a new round of videos for the MBA. We have close to 30 businesses participating. We are using some videos that we started on in 2019 and editing them to add in new MBA members. We have partnered with WLTZ, and they will be airing these.

Ex-officio: Ms. Hodge informed everyone that the state of GA has received an allocation from American Rescue Plan. The application process just opened 8/1 and ends 8/31. There are funds available to non-profits and are divided into 3 categories. MidTown, Inc. could possibly apply for the economic impact category that it has had to Midtown due to the pandemic. She will send the link to Julio. Decisions for these funds will be made on 10/18.

#### EXECUTIVE DIRECTOR'S REPORT:

Dragonfly Trails: Mr. Portillo let everyone know he will meet with Dragonfly Trails this month. They plan to bring their conceptual plans and exactly what they are proposing. This meeting will determine whether or not this is something MidTown will support. Our support depends on if Dragonfly trails, Parks & Rec, and Trees of Columbus can work in conjunction with one another and move forward as a united front. Mr. Portillo also added that Trees of Columbus kicked off their important tree restoration for Lakebottom Park. They conducted a public survey. They have already received over 2300 responses and shows the importance of this park. These survey results will be revealed end of this week. These responses help justify MidTown's voice for this area.

Annual Report: Mr. Portillo requested that everyone look at the Annual Report that has been mailed out. It's also been mailed out to our partners and major donors. The digital report is also located on our website under Documents & Publications.

Administrative Updates: Mr. Portillo is shared that he plans to update our website so everything will be synced up. He also added that the staff is beginning the training for Donor Perfect. Donor Perfect can integrate these forms for reports as well as set up online donations including automatic debit. As of now Donor Perfect is tied into a bank account we are not wanting to use. We are in the process of changing this. As soon as it's routed to the correct bank account, we will begin to use this. Mr. Portillo ended the meeting with letting everyone know that the staff of MidTown, Inc. is fully vaccinated and continuing to work both remotely and at the office & exercising all safety precautions.

OTHER BUSINESS: No other business.

The meeting was adjourned by President Schladensky.