



Channel District Community Alliance (CDCA)
November 18, 2015 – 6:30pm
StageWorks
1120 E Kennedy Blvd, Tampa, FL 33602

Meeting Minutes

Board Members in Attendance:

President: Lauren Campbell
Vice President: Vance Arnett
Treasurer: Terry Council
Recording Secretary: Sarah McKinley
Corresponding Secretary: Adam Rieth
Parliamentarian: Meaghan Scalise
At Large 1: Henry Lewis
At Large 2: Danielle Kashou
At Large 4: Edd Suyak
At Large 5: Alex Miningham

Introduction – Lauren Campbell

Treasure's Report – Terry Council – See Attached

Website Report & House Clean-up– Alex Miningham and Vance Arnett – Jane Arnett taking over the content/management of the website. Pam Frazier is now in charge of the social media, she and Lauren are the only people with admin privileges. Alex is still maintaining the site.

- There is a need for a donation button on the website.

Holiday Home Tour – Jane Arnett & Ron– All homes committed. On target to exceed sales, still need primary sponsor. The local media has picked up on the event and giving exposure. Sky House Rooftop has been reserved for Preview Party.

- Press Release list needed.

Paint the Intersections – Vance Arnett – Madison will be the first location, aeriels of the section are done, post for artist coming soon. Case is willing to pay for the paint.

Business Enhancements – Edd Suyak - The Business Mixer was a great success and opportunity to bring the local businesses together.

- Motion to approve photography budget. Made by Edd, second by Alex, motion passes.

Next step is to plan for Business Enhancement Committee and bring an update to the next meeting.

Old/New Business –

- CRA Update from Lauren – Artist Unlimited sidewalk pushed forward by the city,

some are still not happy with the rate at which projects are moving along. TDP is working with the city and HART to move along electric cart idea.

- 6:30 is the official meeting time, motion to approve the meeting time was made and passed.
- Walker Brands has requested to market our events at a credit of \$1500.00 Do we take them up on it?
 - More information is needed, as well as to reach out to other marketing firms that would be interested. Move forward with a Request for Qualifications from firms that are interested. Further discussion at next board meeting.
- Discuss state tax exemption at December meeting.
- Should there be a policy to allow voting only at membership meetings? The board did not move forward on this as a vote, further information is needed.
- Loyalty Card for members, discuss at January meeting.
- Diane form 83 Degrees to present at January meeting.
- Insurance – Vance is looking into different policies and will bring back policy proposals.
- Tentative 2016 Calendar will be presented at the January meeting.
- TBX Discussion to be held at December membership meeting.
- KIDS Pack request for donations, the board will put out a call to businesses to raise \$500, anything under that goal will be covered by the board. Event to be held at PourHouse December 14 at 6 pm.

**Next Board Meeting December 16th at StageWorks
Meeting Adjourned**

CDCA

NOVEMBER 2015 - TREASURER REPORT

- Account balance as of November 18, 2015, is \$4,092.99
- Business Mixer update:
 - Budget approved was \$500.00; amount spent was \$448.74, leaving \$53.66 used. We have an invoice presented for another \$120 for payment to a photographer. Will need a vote to cover that expense. Approving \$568.74 for this event.
 - The mixer brought back to CDCA 9 new memberships totaling \$395.08 in deposits to the account. (8 business memberships and 1 personal) The event was short of covering their budget of \$500.00 by \$53.66, unless we approve the \$120 invoice, which means it was short \$253.66 of recovering the amount spent.
 - While I feel the event was a success and well attended, as treasurer, I have to stress the need to create a reasonable budget for any event the CDCA plans to have, and to ensure there is discussion as to what plausible income is to be expected to be generated by the event, in order to repay what is spent. Also I stress the need to stay within the approved budget allocated for the event.
- Membership sales update – we have had 14 new memberships in the month of November so far; 1 sold in person, 9 sold at the business mixer, and 4 sold on the website.
- Ad sales for the Home Tour have started coming in. To date we have sold:
 - 2 ads for \$500
 - 4 ads for \$100
 - 3 ads for \$200
 - Total as of today is \$2,000
- We have actually already sold 2 Home Tour tickets via the website at \$15.00 each

November 2015 CDCA Board Meeting: CRA Committee Update

The AU Sidewalk project is apparently being pushed forward by Bob McDonough. Henry and a few others voiced concerns about the rate at which things get done (or don't get done). He has suggested we rally together to attend the next CRA Board meeting. The committee meets every second Thursday of the month. It was on **Thursday November 12, 2015 @ 9AM in Council Chambers at Old City Hall- 315 E Kennedy Blvd. (Third Floor).**

The Tampa Downtown Partnership brought an electric cart to show off. They also gave a detailed overview and answered questions regarding their eventual intention to ask for funding from the CRA committee for the carts program. Here are some bullet points:

- *They are researching partnering with HART and/or the Downtowner (private company –starting services in St Pete soon).
- *The rubber trolley would cost \$2M to expand its route East to West during peak commute hours. Vance pointed out that the cost is ever-changing and requested something in writing from them.
- * It was argued Uber and Lyft already service the area and they do a great job, regardless of the legality. It was then argued that a free service would be best and would focus on customer service at its core.
- *questions arose regarding staffing, why HART cannot fund the project –especially because owners in CD already pay HART a fee and we only have two buses that come through the edge and southern tip of CD.
- * The streetcar is expected to cost \$1M to cover a 112-hour increase in service per week at peak times. To make it fare free would be an additional \$528K
- *Many would like to see the cart expand its projected service area to include Ybor and SoHo

The Park at Madison Street is expected to be under construction by this time next year.

Dear Neighborhood Leader,

I am the president of the Old Seminole Heights Neighborhood Association and, as you can imagine, we are adamantly opposed to the TBX project. Activist from Seminole Heights, Ybor, Tampa Heights, SkyPoint, Sunshine Citizens and other concerned groups have gotten together and formed a Stop TBX Coalition. The goal is to come up with a strategy for fighting the fight going forward.

I would like to invite you or someone from your group to join the coalition. We aim to have representation from as many groups as possible. Secondly, we are in the process of putting together a resolution to be shared with agencies involved in the project. Would your organization be willing to sign off on a resolution pledging opposition to the Tampa Bay Express?

We also recognize that some are not as familiar with the project as others. If you would like more information or would like someone from the coalition come and speak to your group, please let me know and we can make arrangements for you.

Thank you for your consideration.

Debi Johnson, President

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