

Meeting of the Historic Decatur Association (HDA) Board of Directors (BOD)

Tuesday, June 30, 2020 at 6:00pm

Meeting Location:

Zoom Virtual Meeting

Meeting Attendees:

David Breland
Cindy Upton
Brenda Henson
Mike Meely
Harriette Mathews
Marsha Ercegovic
Kevin Malcolm
Astrid McIntosh
Darcy Hopkins

2020 HDA President Brenda Henson called the meeting to order. The meeting was held virtually via Zoom rather than in person due to precautions involving the COVID-19 pandemic.

The minutes from the last meeting were approved with David Breland providing the first motion to accept and Mike Meely seconding. The approval vote carried unanimously. The minutes will be archived on the HDA website.

Treasurer Mike Meely presented his report, which was sent to all Board of Director (BOD) members. He said that we have \$14,371.10 in the bank as unobligated funds. We have remaining obligated funds for trees and signs. We currently have 51 paid HDA members. This number is down from the 158 paid members we had for 2019. The motion to accept the treasury report was made by David Breland and seconded by Kevin Malcolm. The report was accepted by the BOD with a unanimous positive vote.

Under New Business, the BOD voted to pay the \$660 annual bill for Cagle Storage, where we keep various items used for the Tours and other events. The motion was made by David and seconded by Kevin. The report was accepted by the BOD with a unanimous positive vote. The BOD also voted to reimburse Brenda \$125.40 for costs associated with the Christmas Tour website. Harriette Mathews made the first motion to accept this reimbursement, with a second provided by Marsha Ercegovic. The motion passed with a unanimous positive response.

The next discussion topic was the Christmas Tour. Chair Harriette Mathews had updates on this year's virtual tour in light of the ongoing COVID-10 pandemic. Harriette met with Ellis Chenault, a local professional photographer and owner of one of the planned virtual tour sites. Ellis has generously offered to provide the video for both Tour homes that will be posted on the website, and will also work on the exterior photography, adding updates as the greenery is installed. Harriette also said that she talked with Karen Thomas about cancelling this year's Christmas in July party, which is traditionally held at Karen's business, Townhouse Galleries. Given the requirements for social distancing during the

COVID-19 pandemic, it is not possible to host a large gathering in the foreseeable future. Given the inability for in-person activities, Harriette and her Committee are focusing on virtual activities such as decorating and swag making tutorials, as well as Facebook Live events. The Committee also plans to continue to highlight past Tour sponsors to thank them for their support. Since there is so much emphasis on virtual activities, there are big updates to the Tour website underway, as well as a new app that could be downloaded.

The next newsletter is at the printers, and distribution is planned for this coming weekend. Volunteers were sought to take the newsletters to each residence.

The Tree Committee report was next. Chair Marsha Ercegovic reported that she had gotten copies of the "calling card" made so that she could leave the contact information with people who either look like they could take a tree or who expressed interest. The "calling card" will also be included in the next newsletter. Marsha said that she plans a meeting of the Tree Committee at her home on July 9th at 6pm.

The Social Committee had nothing to report.

The Communications Committee had nothing to report.

Brenda provided a status of the signage project. She said the signs had been ordered. There was some discussion on an observation made after viewing a video provided by the One Decatur Gateway streetscape project. The video indicated the need for consistent signage designs, and a picture of our signs was shown. The concern was whether our signs were pointed out as a problem. David indicated that no concerns had been voiced anywhere he had communication paths. The BOD was asked to watch the video. The overall concern is that this phase of the signage completes before the September 3rd deadline in order to get the grant reimbursement. While the grantor understands that there are mitigating circumstances with COVID-19, they have concerns about funding availability if state funds are diverted for pandemic reasons. So, their counsel is for us to work as quickly as possible to complete this project. As far as Brenda and David can tell, it appears that we are on track to meet the reimbursement criteria, but there is virtually no schedule margin for slips. The goal is to have the photos made of the installed signs taken by the end of August.

The HDA BOD normally meets at 6:00pm on the last Tuesday of every month except December. The next meeting of the HDA BOD is expected to occur on July 28th. The meeting is planned to be conducted virtually.

Respectfully Submitted,
Cindy Upton
Secretary, HDA