

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

**Tuesday, October 29, 2019 at 6:00pm**

### **Meeting Location:**

**Historic Depot and Railroad Museum, 701 Railroad St NW**

### **Meeting Attendees:**

David Breland  
Cindy Upton  
Kevin Malcolm  
Canitha Thomas  
Brenda Henson  
Mike Meely  
Astrid McIntosh  
Sue Powell

### **Guests:**

Barbara Kelly

2019 HDA President Brenda Henson called the meeting to order. The minutes from the October meeting were approved with David Breland providing the first motion to accept and Astrid McIntosh seconding. The approval vote carried unanimously. The minutes will be archived on the HDA website.

HDA Treasurer Mike Meely provided the treasurer's report. The HDA has \$55,827.66 in the bank as of this meeting. There were expenditures included in this report related to the Christmas Tour, membership mailers, newsletters, signs, trees and social events costs. Income was attributed to membership dues, Christmas Tour sponsors and now – ad revenue from our newly adopted newsletter addition of sponsored ads from downtown merchants. After the successful efforts of Rodger Henson, who mailed letters to each non-member household encouraging HDA membership, Mike reported that we now have 146 paid member households. The motion to accept the Treasury Report was made by Cindy Upton with a second from Kevin Malcolm. The approval vote carried unanimously.

Under New Business, David gave an overview of the recent tax incentives workshop for historic property owners. Decatur's new Community Development addition, Dr. Caroline Swope, has already been working with the City on historic preservation and now can provide even more support. Caroline discussed various paths for tax adjustments for business and residential properties that meet guidelines for historic preservation. David also said that Caroline had starting working on several preservation projects around town and was submitting grants to obtain funding.

It was noted that the Downtown Merchants Christmas Open House was coming up on November 14<sup>th</sup> with the tree lighting at 6pm.

The Garden Tour committee is "dormant" for now.

Brenda reported on behalf of Christmas Tour Committee Chair Harriett Mathews. Brenda had just attended the Downtown Merchants Association meeting and told them about the Tour, decorating contest and a picture of the new wayfinding signs. She encouraged a strong relationship between the HDA and the merchants.

Brenda added that \$10,650 was expected in total sponsorship donations toward the Tour and in-kind sponsorships had a value of \$5955. These revenue sources are supporting the costs of the Tour, as well as upcoming HDA projects, before the ticket sales revenue comes in. This indicates a strong financial position for the Tour and the Committee is to be commended. Brenda said that on-line ticket sales would start on November 4<sup>th</sup> and through November 13<sup>th</sup> would have discounted tickets for early ticket buyers.

An issue was discovered concerning the Christmas Tour website when someone updating the site was locked out. Because the payment of the website bill had been handled by someone else who did not notice the bill was due, the website was shut down due to nonpayment. It was determined that the HDA owes for two years of website hosting, which would include part of 2020. Including the restoration fee of \$150, the HDA BOD owes a total of \$417.95 to pay through May 2020. Brenda paid this bill and requested reimbursement. The motion to reimburse Brenda was made by David and seconded by Cindy Upton. The vote carried unanimously.

Another issue brought to the Board concerned the \$400 decorating stipend offered to Tour homes. An error was made and one of the non-residential tour stops was promised this stipend. Since this was an honest mistake to offer this stipend to a business establishment, the HDA BOD voted to stand by the promised stipend as a onetime situation. The motion to allow this stipend to be paid was made by Kevin and seconded by Astrid. The approval vote carried with a majority and there was one dissenting vote.

The Tree Committee report was next. The final tree list for this first phase was sent to Cory Brown/Catbird Seat, who provided an invoice of \$1669.83 for the remaining trees and installations. There was a partial payment already made last month for some of the trees, so this bill was for the rest of the trees to be planted now. All of the phase one trees are expected to be planted within the next few weeks. Mike called into the meeting since he was working out of town and will provide a check for the trees when he returns home.

The most recent newsletter was distributed in early October. Brenda asked for a vote to cover the printing invoice of \$311.50. It was noted that the Downtown Merchants who purchased ads provided a total of \$160, which help cover printing costs. The motion to pay this invoice was made by Sue Powell with a second from Kevin. The approval vote carried unanimously.

The Social Committee report was the next discussion topic. The fall potluck picnic was considered a success and was well attended with about 40 people. Brenda provided beautiful decorations and the event was enjoyed by all.

The Communications Committee had nothing to report.

Brenda then discussed the latest progress on the new wayfinding signs. The first set has been ordered and were anticipated to ship in about 5 weeks. Brenda continues to work with the proper City departments to get the signs installed. The desire is to get the signs installed before the Christmas Tour on December 14<sup>th</sup>.

There was no Old Business discussed.

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 planned for November 26, 2019. The location is planned to be the Historic Depot and Railroad Museum.

Respectfully Submitted,  
Cindy Upton  
Secretary, HDA