



**Minutes  
CAMA Meeting  
April 4, 2018**



Email: [avenue.cumberland@gmail.com](mailto:avenue.cumberland@gmail.com) Website: [Cumberlandconnect.com](http://Cumberlandconnect.com)  
Facebook: [CumberlandAvenue](https://www.facebook.com/CumberlandAvenue) Twitter: [CumberlandAve](https://twitter.com/CumberlandAve)

**1. Welcome – Joe Burger**

Joe Burger welcomed everyone and noted the great attendance! Everyone introduced themselves.

**2. Association Updates**

**a. Presentation from MTAS – review of other campus/merchant association relationships**

Anne Wallace introduced Angie Carrier from the Municipal Technical Advisory Service, Institute for Public Service. Ms. Carrier has been looking into what other associations do to work with adjacent universities. Tennessee Tech, for example, has a Fall Festival in which the merchants participate, merchants have small events like pep rallies and outreach to Student Affairs. It was noted that UTK's website has multiple clubs and organizations where outreach could be targeted. Nashville Chamber has a relationship with all the merchant associations and does outreach to students. Marketing and communications give new ideas for outreach. There is a professor at Vanderbilt that hosts "Lifelong Learning" opportunities at local businesses – is there someone at UT that would want to host a similar series? MTSU has an event called "Meet Murfreesboro" to introduce families and students to what businesses are in the area. Could CAMA have a liaison to UT? Joe Burger mentioned participating in the Student Engagement Fair. Tyger Glaser confirmed that the event is the first Friday of classes and typically there are 25-30 businesses that participate. This could be an opportunity to set up as a District to market to students – have brochures, coupons and discounts. Retail is gathered together for this event. Another idea is a "shop local" event through the off campus housing. UNC Chapel Hill merchant association incorporates neighborhoods and other associations. There are lots of off campus opportunities for partnership – by expanding to a professional association could take advantage of their human resources, social media, legal expertise, etc. A potential event could be block parties.

**b. Dues/501 C (6) Status**

CAMA dues are only \$50 for a yearlong membership! CAMA is working to establish benefits of the organization and increase marketing and branding of the area. One effort is developing a brochure for the district that can be given out to hospitals and others. It is truly important to become a non-profit organization, 501 C (6), so that dues can be written off and the association can go after grants and funding. Helen Morton, acting Treasurer/Secretary, has been working with the Alliance for Better Non-Profits, <https://www.betternonprofits.org/>, to determine the steps necessary for status as a non-profit organization. There are several necessary steps to qualify for 501 C (6) status, but there are even more benefits. The filing for non-profit status has a cost associated and dues are needed in order to cover that cost. CAMA is also seeking a qualified intern to assist with association efforts, help with the website and social media. Due

could be used to fund the intern position. Efforts are being made to work with Professor Cindy Raines' Senior Marketing class to find an intern.

### 3. KPD/UTPD Updates

Officer Thomas Clinton was present and addressed questions about homeless and panhandling. If you have an issue or concern that does not qualify as an emergency, please call the KPD non-emergency lines at either 865-215-4010 or 865-215-7000.

### 4. Marketing and Branding

#### a. Major Events – Destination Imagination Collaboration (May 23-26, 2018)

[www.globalfinals.org](http://www.globalfinals.org)

CAMA representatives reached out to D.I. planners for the upcoming Global Finals event in Knoxville May 23-26. The conference has gone mobile! The DI App is an opportunity for you to expand your business reach through the conference mobile app. Mobile app ads are available on a first-come, first-served basis, initial cost was \$250 per business. However, conference organizers are willing to offer a group discount for CAMA – only \$225! Send your mobile ad request to [sponsor@dihq.com](mailto:sponsor@dihq.com). This is an incredible opportunity to reach more than 18,000 potential customers coming to Knoxville from all over the world. The Global Finals are being hosted at the Knoxville Convention Center – just a few blocks away from the heart of the Cumberland district.

#### b. Website/Social Media Maintenance

CAMA hopes to select an intern with web and social media experience to update and build [www.cumberlandconnect.com](http://www.cumberlandconnect.com). If you know someone who is looking for intern experience, contact Joe Burger or Helen Morton.

### 5. Merchant Updates

There was a question about private development along Cumberland Avenue. Anne Wallace noted that the 1830/TENN project is slated to be complete in August. Orange Development at 22<sup>nd</sup> Street and Cumberland has just submitted new plans for staff review. No new information has been submitted regarding the former Wendy's or Krystal's. The parking garage on Lake Avenue is scheduled to open fall 2018 – a MOU with the City has not yet been established.

A new store, My Kind of Lovely, has opened in University Commons and asked about summer hours. Merchants noted that the beginning of July is typically slow, but there are some camps and student orientation that can boost business. This might be an opportunity to host "Family Days" or another event for more customer visits.

Visit Knoxville will be publishing UT's visitor guide this summer. Noted that there are 95 festivals in and around downtown Knoxville – it's a great opportunity to market Cumberland merchants and district via social media. The area is also within walking distance of 9 hotels. US Cycling event is back in Knoxville this summer and there is a concert series at World's Fair Park to benefit Second Harvest food bank.

Green Form Solar visited CAMA and mentioned they liked the Cumberland Connect website. They also offered information about solar installations for businesses and that there are tax credits and cost recovery options that make solar a great benefit.

Walgreens has a new manager and they are working to improve customer service and experience in the store. Please call if you have any suggestions.

UT Center for Student Engagement mentioned that Volapalooza is coming up at the end of April at World's Fair Park. They also work on Homecoming and would love to continue having the Homecoming Parade on Cumberland Avenue. This year's Homecoming Game is November 3 against Charlotte.

Mellow Mushroom is undergoing a 15 year remodel. Vol Shop has a lot of great sales happening right now. Chaiyos on Clinch was excited to be a part of the meeting, thanks to Helen Morton for the invitation. 303 Flats has a leasing office on Cumberland and they also like to co-vend with merchants in the area. They will have 430 students in the fall and are happy to let merchants share coupons in move-in packets, participate in VIP rewards, and market through social media.

The next CAMA meeting is May 2 at 3:00 PM at Copper Cellar. Bring a friend or neighbor and help make the Cumberland Avenue District a destination better than imagination!

Joe Burger, President  
[joe@3burgers.com](mailto:joe@3burgers.com)

Helen Morton, Treasurer  
[helenomorton56@aol.com](mailto:helenomorton56@aol.com)

Minute provided by Anne Wallace, [awallace@knoxvilletn.gov](mailto:awallace@knoxvilletn.gov). For agenda items, email Anne Wallace by close of business the first Monday of the month.

**Upcoming Events**

UT Athletic Events: [utsports.com/calendar.aspx](https://utsports.com/calendar.aspx)

Knoxville Convention Center Events, <http://www.kccsmg.com/events-calendar/>

Baker Center Events, <http://bakercenter.utk.edu/events/>

**See Handout from Visit Knoxville!**