



Helena HOTboard

816 Hwy 52 East, Helena, AL 35080
City Hall Council Chambers

February 9, 2021

AGENDA

7:00pm

A discussion and review of the Helena HOTboard agenda items, projects, reports, and assigned tasks.

1. Meeting Called to Order
2. HOTboard Roll Call.
3. Presentation of Meeting Minutes from January 26, 2021.
4. Chairman Opening Remarks.
5. Report on building alliances with External Boards and Committees:
 - a. Helena Business Association – Jana May
 - b. Shelby County Arts Council – Jeremy Allen
 - c. Shelby County Chamber of Commerce – Jason Pruitt
 - d. Beautification Board – JoAnna McClellan
 - e. Planning and Zoning – Laura Joseph
 - f. Economic Development Board - Jake Rasmussen
6. Internal Committees Report:
 - a. ECONOMIC VITALITY
 - b. CULTURAL ARTS – Joanna McClellan
 - c. TOURISM
 - d. DEVELOPMENT
7. Social Media Team Report.
8. Discussion: Board Members Term Limits
9. Discussion: HOTboard Fundraising.
10. Discussion: Old Town Architectural Committee Bylaws.
11. Discussion: Promote Oversoul Brewing event on February 20, 2021 and future Oversoul Brewing events.
12. Discussion: Guidelines to promote Helena Old Town businesses.
13. Treasurer's Report
14. Additional items.
15. Confirm next meeting date, time, and format.
16. Adjournment.

Proper notice of the posted Agenda for the Pre-Council Work Session and Regular Scheduled Meeting of the Helena HOTboard was given in advance of such public meeting and the notice remained posted through the scheduled meeting. By general consent of the HOTboard, agenda items may be added, removed, or considered out of order. Next Helena HOTboard Meeting Date: Next Regular Scheduled Meeting will be determined at the conclusion of this meeting.