



Historic Valley Junction Foundation Board of Directors
Monthly Meeting Minutes
March 29, 2022, 5:00 PM

Directors:

Meredith Wells	Cindy Boeyink	Mitchell Callahan
Ryan Cooper	Steph Trannel	Tom Florian
Felicia Coe	Chloe Bratvold	Claire Celsi
Jason Keigley		Kevin Trevillyan

Staff:

Steve Frevert	Larry Kaster
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AGENDA

1. Call to Order
5:06 PM

Vintage to the Valley

Christa & Phoenix joined to talk about producing a vintage festival in the junction

- Demographic, 18-45 years old
- Estimating 100 Vendors
- Past VJ vendors can apply to this festival
- Vendors are vetted to avoid too much duplication
- 10AM - 5PM Sunday Sept 11th
- Event would be independently produced by Christa and Phoenix with support from HVJF; HVJF would pull permits, barricades, etc. and be reimbursed by producers.
- Sept 25th for Rain Day
- 1000-2000 estimated attendees
- Both parties will draw up an agreement

2. Consent Agenda
 - a. ~~Approval of Agenda~~
 - b. Approval of February Minutes
 - c. Accept February Financials

Motion to pull the Agenda from the consent calendar, moved by Steph. Second by Jason.

Amended consent agenda moved by Clohe, second by Ryan. Passes.

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Mitchell joined at 5:40PM

3. Treasurer's Report
4. President's Report
5. Executive Director's Report
6. Event Coordinator's Report
7. Committee Reports
 - a. Design
 - b. Promotion
 - c. Business improvement

Motion to award \$500 for local winner of Open for Business moved by Steph, Second by Jason. Motion passes

- d. Organization

Old Business:

New Business:

Action Items:

1. **<add> Vintage in the Valley.**
Motion to support this event in lieu of the HVJF sponsored Antique Jamboree. Moved by Felicia. Second by Ryan. Motion carried.
Larry and Felicia will make contact with the merchants they talked with regarding this and let them know the decision.
2. Bylaws amendment
Motion to approve bylaws amendment by Steph, Seconded by Michelle.
Passed with a 7-2 vote

Discussion Items:

1. Open 4 Business Competition
2. City of WDM redevelopment funding: **Motion to nominate Steve to the Due Diligence Committee. Moved by Chloe, Seconded by Jason. Passed.**
3. Drake University partnership: **April 4th 8am-Noon at Drake. All are invited to attend.**
4. Board resignation: **Cindy B resigned due to time restraints. Her spot will remain vacant until the end of the year.**
5. Main Street program visit review
6. Main Street Iowa Awards
7. Event sponsorships
8. Slack as means of Board Communication:
https://join.slack.com/t/valleyjunction/shared_invite/zt-15kr9s71f-8K8OjGisRSI05zWoBRUQS
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Other Matters & Announcements

Adjournment 8:20 PM

Next Historic Valley Junction Board Meeting: 5:00 pm Tuesday, April 26, 2022.

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