

Historic Valley Junction Foundation
Board of Directors Meeting Minutes
Tuesday, January 25, 2022
5:00 pm

Present: Ryan Cooper, Jason Keigley, Meredith Wells, Chloe Bratvold, Mitchell Callahan, Claire Celsi, Tom Florian, Steph Trannel, Felicia Coe
Absent: Cindy Boeynik, Kevin Trevillyan
Staff: Steve Frevert, Larry Kaster

AGENDA

1. Call to Order
 - **Meeting was called to order by Wells at 5:02 pm. A quorum was present**
2. Introductions
3. Consent Agenda
 - a. Approval of Agenda:
 - b. Approval of Minutes
 - c. Accept December Financials
 - **Moved by Tom, Second Jason** Consent Agenda was approved.
4. President's Report
 - Meredith thanked everyone and read an introduction.
5. Treasurer's Report
 - Not a lot to report. did pretty good last year considering we were short several events in 2021.
 - Presented 2022 budget
6. Committee Reports
 - a.** Design – Steph: We are waiting for the design guidelines to come out. Steve, Lynne, and Steph sent the city a map of requested benches and trash cans. Will touch more on committee roles later.
 - b.** Promotion – Felicia summarized the written report
 - c.** Organization – Cindy is not here. Exec is taking over this aspect.
 - d.** Business Improvement – Vacancy for this.
7. Executive Director's Report
 - Written report presented
 - Steve emphasized to ask questions as we are all new.
 - Will send calendar with trainings and conferences
 - Working on putting together an Annual Report
 - Gave Larry the floor: Event planning is starting. Have gotten a lot of great submissions for bands as well as FM vendors. Enforcing strict attendance rules for this year.

Old Business: N/A

New Business:

1. Committee roles and organization
 - a. Design: The look of the district. Signs, flowers, etc. **Steph** to chair
 - b. Promotion: **Felicia** to continue chairing. Events and Market
 - c. Organization: Fundraising and Volunteerism. **Cindy** to remain
 - d. Business Improvement: **Chloe** to chair. Supporting businesses
 - i. Merchant Committee
 - ii. Welcome Committee
2. Master plan update
 - a. Proposed guidelines are on the Historic WDM Website.
 - b. Steering meeting is tomorrow.
3. Main Street Iowa board training date preference
 - a. March 10, annual program/partnership visit with Main St Iowa.
 - b. March 22 at 6th Ave Corridor & March 23 at Activities Center: Our board is invited to attend.
4. Main Street accreditation checklist review
5. Website Update
 - a. Mitchelle, Claire, Steph will work with staff as a task force to review this process.
6. 2022 Budget
 - a. Presented
7. 2022 Strategic Plan
 - a. Strengthening our organization and telling our story
 - b. Supporting our businesses
 - c. Sharing community milestones
 - d. Secure the financial sustainability of the organization

Other Matters & Announcements

Exec will discuss appointment of possible new board member and bring recommendation back to board.

Taco Festival June 18th. Organizer was going to businesses today petitioning to close the street. Was implying "approval" from the Foundation. City requires 75% signatures to close the street. Someone will post in Cup of Sugar with the facts.

Adjournment

Meeting was adjourned at 7:10 pm

Next Historic Valley Junction Board Meeting: **5:00 pm Tuesday, February 22, 2022.**

Minutes respectfully submitted by Felicia Coe on 1-25-2022

The Historic Valley Junction Foundation's mission is to guide the evolution of the original Valley Junction district by Preserving and honoring our historic character, supporting small businesses, and connecting the community.