

Historic Valley Junction Foundation
Board of Directors Meeting Minutes
Tuesday, October 26, 2021
4:00 pm

Present: Coe, Cooper, Goodrich, Hentzen, Keigley, Valdez, Wells
Goodrich joined at 4:23 pm
Valdez joined By Phone at 4:24
Cooper joined at 4:33 pm
Goodrich left at 4:45 pm
Valdez left at 5:05 pm

Absent: Boeynik, Fox, Trevillyan
Staff: Frevert, Kaster

1. Call to Order

- Meeting was called to order by Wells at 4:08 pm

2. Consent Agenda

- a. Approval of Agenda
- b. Approval of Minutes
- c. Accept September Financials
- Goodrich moved. Keigley seconded. Consent Agenda was approved.

3. President's Report

- Wells yielded to Frevert since they work together on most items
- Steering committee did not meet this month

4. Treasurer's Report

- Keigley shared the highlights. See his report for more details.
- Balances went down a bit because we have higher expenses coming in (lights, more staff, etc.)
- We do have more money this year as compared to last year
- Net profit on Music in the Junction this year was \$65,000
- Overall, our revenue is up 18% as compared to last year
- Net income right now is \$112,000
- Keigley will be working on the 2022 budget
- Frevert asked about the Microsoft funds and will contact the city to see what the plan is for the rest of these funds.
- Keigley brought up the car show funds and suggested we pay them \$6,000 and move forward.

5. Committee Reports

- a. Design – Hentzen stated that the committee has not met so there is no report
 - Frevert did mention that we do have a project to hang the banners that we have.
 - Wells also mentioned that we wanted to order holiday banners.
 - We'll set up a time to meet to work on this

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- b. Promotion – Coe shared an update on the Promotion Committee
 - The committee will review the pumpkin walk at their next meeting on Monday, November 1st at 3:00 pm

6. Executive Director's Report

- Frevert will go through his items at the end of the meeting

New Business:

7. Update on Bylaws

- Wells gave a brief history of the various versions of the bylaws and elections
- There will be a meeting to review the proposed revisions to our bylaws and whoever wants to come may come.
- Wells will send an email to set a date for this meeting and the proposed bylaws will be sent out prior to the meeting

8. 90 day review for Steve Frevert

- Wells gave the logistics on doing Steve's review
- All that want to be involved will be included
- Hentzen moved. Goodrich seconded. All approved of the process

9. Inclusion of 304 5th Street in Trash Coop Program

- Scott Cutler asked Frevert if he could include this property in the Trash Program
- A discussion ensued regarding the different trash needs of a residential vs. a restaurant vs. a merchant property
- Once a SCHMIDD is in place, a trash program, most likely, will be included in this
- Frevert presented the following resolution - The HVJF Board of Directors support the changes in site plan for Scott Cutler's building at 304 5th St. to eliminate the privately owned dumpster and enclosure at the SW corner of the building and to allow the use of the Trash COOP Program for his tenants. Coe moved. Cooper seconded. All Approved of this resolution

10. HVJF Mission & Vision revisions

- Frevert recommended that we move this forward to the next meeting

11. Drake Capstone Project surveys and possible incentives

- All board members were asked to complete the survey
- There are surveys for merchants, visitors and residents as well

12. Small Nation Merchant Meeting and breakfast

- Frevert asked to have the foundation cover half the costs of this meeting and the city will cover the other half
- Board members were also encouraged to complete the Community Character Poll

Other Matters & Announcements

- Frevert went through a few misc. items
- Getting the Railroad Park and Arch lights up to code

- Implementing a mileage reimbursement structure for out of town miles and possibly a reimbursement policy for foundation staff
- We will send flowers to the funeral of Kevin's brother on behalf of the HVJF BOD. Individual board members can venmo Wells to contribute and Wells will place the order.
- Frevert recommended that the HVJF Exec committee serve as the Organization committee
- Frevert said that we are losing use of the city owned garage so we will need to reorganize in order to use our garages more efficiently as well as the storage area South of RR. Cooper mentioned that we used to use Darin's garage and could possibly again. Exec/Org committee will work on this.
- Frevert mentioned that we have been hit with a lot of media buy bills recently. Frevert and Kaster will distribute the brochures that we have to key areas around the state.
- It seems that we have 41 residences in the district. This number will be close to double this in the next year. The rate of investment in this district has increased significantly!
- Kaster asked for input on Jingle – Wells has heard suggestions that more music throughout the district would be nice. Roosevelt will bring a choir down on a Saturday. Valley and Dowling would be good as well. Kaster has been researching Reindeer. Wells asked about ice carvings. Keigley suggested having more characters out. Keigley also suggested decorating the marquee.

Adjournment

Official meeting was adjourned at 6:08 pm

Minutes respectfully submitted by Lynnae S. Marty Hentzen on 10-27-21

The Historic Valley Junction Foundation's mission is to inspire and enhance the evolution of the original Historic Valley Junction district by:

*Preserving & sharing our history,
Attracting & supporting small businesses, and
Engaging & connecting the community*