

Historic Valley Junction Foundation  
Board of Directors Meeting Minutes  
Tuesday, September 28, 2021  
8:30 am

Present: Coe, Fox, Goodrich, Hentzen, Keigley, Wells  
Goodrich joined at 8:44  
Absent: Cooper, Boeynik, Trevillyan, Vaaldez  
Guests: Holly Welch, Bill Appelgate  
Staff: Frevert, Kaster

1. Call to Order

- Meeting was called to order by Meredith at 8:33 am

2. Henry Gregor Felsen Car Show Recap

- Bill gave a recap on the car show
- Iowa Street Rod Association took over the leadership role for the HGF Car Show in 2021
- It was decided that the purpose of this show would be to raise money to provide scholarships
- Holly gave some history of her Dad's time in Historic Valley Junction
- Holly believes that there should be \$10,000 left over from previous shows
- Steve reviewed what his understanding of the situation is
- Lynnae suggested that we table this for now and get more information and talk more with those who were involved at the time and we will figure out a resolution once we have more info
- Holly and Bill left the meeting at 8:53 am

3. Consent Agenda

- a. Approval of Agenda
- b. Approval of Minutes
- c. Accepting of Financials
  - i. July
  - ii. August
- Keigley moved. Fox seconded. Consent Agenda was approved.

4. President's Report

- Meredith shared that there is a lot going on right now and we may be reaching out for assistance with various events
- See more details in her written report

5. Treasurer's Report

- Jason changed things from month to month to year to date on the financial reports
- Income is down a bit from last year but there have been some differences from last year
- Actually we are doing pretty good this year
- Expenses are significantly lower than in past years, mainly because of staffing differences
- Jason has been working on next year's budget
- Steve mentioned that he is a conservative spender so he's looking for areas to cut costs
- Steve also mentioned that some of our accounting practices might change now that Gina is on board as a bookkeeper

## 6. Committee Reports

- a. Design – Lynnae presented the Design Committee Action Plan Report
  - Some items are to be completed this year and some are works in progress
  - Steve will discuss this more in his report
  
- b. Promotion – Felicia shared an update on the Promotion Committee’s goals
  - They met yesterday
  - Analyzed the Antique Jamboree; may re-look at this and re-vamp it or hand it off to the committee
  - Meredith shared that we did do a hybrid Arts Festival/Antique Show this year that was well received
  - Mark shared that in some of his conversations with artists , they felt that the antique area cheapened their event a bit
  - Felicia will put together a spreadsheet on our events vs other events held here
  - Felicia said that they are looking at putting together a task force for the various events to encourage merchants to get involved with the events they choose
  - Felicia mentioned that Dina at Five Monkeys suggested we do an ‘Empty Bowls’ event that would raise money for The Food Bank or Human Services
  
- c. Business Improvement – Brian stated there is no report

## 7. Executive Director’s Report

- Steve is working on the plant sale with ‘the plant goddess’ – shooting for Saturday, October 9<sup>th</sup>
- With accreditation, we should have an historic preservation event – Steve is planning a walking tour of the district on Sunday, October 17<sup>th</sup> at 1:00 pm. Mark mentioned that Steve Muma has a vast collection of postcards, etc. of historic valley junction pictures and this could be a stop
- Steve is out of the office the rest of this week

## New Business:

8. 111 5<sup>th</sup> Street Project proposed designs
  - Meredith went through the proposal options
  - Meredith explained the process that was set up for anyone who wants to present projects during the moratorium – they need to go to the Master Plan Update Steering Committee 1<sup>st</sup> before presenting to the City Council
  - Felicia moved. Jason Seconded. That we vote for the 2<sup>nd</sup> plan and support allowing this project to proceed.
  
9. Approval of the letter of engagement from Nyemaster Goode PC for Bylaws review
  - Steve presented why it is a good time to have a full legal review of our bylaws
  - Lynnae added that with the contentious nature of new developments happening in the neighborhood, it is a good protective measure to shore up our bylaws
  - Meredith explained that we are also trying to be transparent on how we are doing things and this is a good step in the process of re-doing our bylaws
  - Lynnae moved. Brian seconded. All approved moving forward with Nyemaster Goode
  
10. Approval of IT proposal
  - Steve explained that our computer system and various software programs work, but not well. A complete re-vamp would increase productivity, security and usability
  - Video conferencing could also be added but this may be tabled for now

- Lynnae commented that this would be much more cost effective than adding another staff person
- Brian asked if another quote was secured and Larry said that they had reached out to others but did not receive any good responses. We encouraged getting one or two more quotes
- Presented Quote does not include a new computer for Larry
- Lynnae moves that we approve \$7,500 for a new computer system. Mark seconded. All approved.

11. Approval of Main Street Iowa Program Agreement

- Steve explained that procedures have changed
- Felicia moved. Jason seconded. All approved.

12. Approval of 2020 Tax Returns

- Brian moved. Mark seconded. All approved

Adjournment

Official meeting was adjourned at 10:02

Minutes respectfully submitted by Lynnae S. Marty Hentzen on 9-28-21

Next HVJF BOD Mtg. will be Tuesday, October 26<sup>th</sup>, 2021 at 4:00 pm

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