



Historic Valley Junction Foundation Board of Directors
Monthly Meeting
April 26, 2022, 5:00 PM

Directors:

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

City Liaison:

Kevin Trevillyan	
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Staff:

Steve Frevert	Larry Kaster
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AGENDA

1. Call to Order
2. Consent Agenda
 - a. Approval of Agenda
 - b. Approval of March Minutes
 - c. Accept March Financials
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

Old Business:

New Business:

Action Items:

1. Set strategic planning meeting date
2. City Sounds piano

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

3. Office Assistant increase from annual review

Discussion Items:

1. Open 4 Business Competition
2. Website
3. Master Plan updates

Other Matters & Announcements

Adjournment

Next Historic Valley Junction Board Meeting: **5:00 pm Tuesday, May 24, 2022.**

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Notes

1. Treasurer's Report
 - a. Financial supporters drive was highly successful
 - b. Accounting software has now been moved to QuickBooks Online solution
 - i. Able to accept payments online through it, much more intuitive for accounting purposes
 - c. Dram shop insurance
 - i. It has become unreasonably expensive
 - ii. Should start to shop for a different provider
 - d. Insurance in general—there are quite a few different plans right now from various providers
 - i. There could be an opportunity to shop and bundle policies to fewer providers for simplicity in billing, costs and payment
2. President's Report
 - a. MSI Awards
 - i. Lots of great ideas
 1. Teen advisory board (high school and college aged focus)
 2. Do mundane stuff in costumes (i.e. be fun!)
 - ii. Felicia is amazing at striking a pose for the camera and setting up dramatic camera angles for walking away—dramatically
3. Executive Director's Report
 - a. Received a \$1,000 grant from MSI to use to purchase a physical good that will remain with the organization
 - i. Jason: Recommends we get an iPad for walk-around surveys (~\$400-900)
 - ii. Steve: Needs a new laptop (~\$600)
4. Event Coordinator's Report
 - a. Music in the Junction beverage sponsorships (and volunteering help) are needed
 - i. May 12, May 19, Aug 4, Aug 18
 - b. All Iowa Bash corporate sponsorship and volunteer help
 - i. Need more sponsorships
 1. Google has sponsored Chamber of Commerce events—could they help us get into contact with them for sponsorship?
 - ii. Always need volunteers
 - c. Cinco de Mayo
 - i. Tony Valdez is no longer performing at all and will not be at the event
 - ii. Q: What does the food vendor setup look like on Maple?
 1. Currently have 7 food vendors
5. Committee Reports

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- a. Design
 - i. Signage
 - 1. Iowa City has program that we would like to model our program after
 - 2. Will be spinning up the program later this year, likely opening applications in the later half of the year
 - a. Expect to award them early next year (2023)
 - 3. This round of designs should allow clients to have more influence over the final designs
 - ii. Victoria Veiock wants help looking into improving the district's winter/Christmas lighting
 - 1. It's also a good time to re-think the contracts for the lighting
 - 2. There is \$87k set aside for district lighting improvement (Light Valley Junction)
 - a. Some amount should be set aside to repair existing lighting first
- b. Promotion
- c. Business improvement
 - i. Merchant meeting
 - 1. Went well; more collaborative and conversational than past iterations of the meeting
 - 2. Opportunity for improving attendance
 - a. Steve would like to create and distribute postcards at least a week ahead of time to every known business in the district
 - 3. Offered space: Prairie Fire Wealth Management (114th 5th)

Action Items:

- 4. Set strategic planning meeting date
 - a. Motion to approve for holding on Oct 11th
 - i. Moved by Jason, seconded by Mitchell
 - ii. Yeas: All, Nays: None
 - b. Reserve your calendars for October 11th, 2022 for 2023 strategic planning meeting
- 5. City Sounds piano
 - a. Public Arts committee needs to approve this
 - i. They'll be taking this up this Thursday (April 28th)
 - b. Some concerns about securing them
 - i. Project owners would like to see them secured with concrete anchors; arts committee and city will not allow public masonry/concrete to be drilled into
 - c. (Ryan) Motion: Approve \$500 to the City Sounds piano project
 - i. Seconded by Stephanie
 - ii. Yeas: All, Nays: None
- 6. Office Assistant increase from annual review
 - a. Current: \$15/hr

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- b. Steve: proposes that she may be due for an increase
 - i. Helped a *lot* with 2021 farmer's market
 - ii. Discussed a \$1/hr raise
- c. (Mitchell) Motion: Increase the office assistant's pay by \$1/hr
 - i. Seconded by Jason
 - ii. Yeas: All, Nays: None

Discussion Items:

- 4. Open 4 Business Competition
 - a. Submissions from: Coffee Cats, 2AU
 - i. Both submissions are excellent and we see a lot of value in seeing both of them succeed and receive recognition and reward
 - ii. Make sure that we clarify that this was an exceptional application "season"; and next year we will be refining the reward structure
 - b. (Stephanie) Motion: Award both applicants \$500
 - i. Seconded by Ryan
 - ii. Yeas: All, Nays: None
- 5. Website
 - a. We need to seek out other bids for the work, current estimate (~\$30k) seems very high
 - i. Would be really cool to get a VJ business: Red Dot or Hatch come to mind
 - b. Make sure to ask about pricing and payment models from the different contractors
 - c. Next meeting
 - i. Sometime in May, maybe should go to a monthly cadence
- 6. Master Plan updates
 - a. The 500 block needs to be resolved
 - i. It is currently in zoning/guideline limbo because it is no longer officially mixed use, but not re-assigned to anything yet
 - ii. Still has a substantial commercial presence on it that has actively been cycling through new businesses, ownership and development

Other Matters & Announcements

- Need the city to come help train on the new videoconferencing system
- Audrey Kennis visit (WDM DEI)
 - From DEN, 20 years in Iowa, coming from Ames
 - Worked at ISU; student development
 - Moving to WDM this year
 - Working on how to build a *just city*
 - Combines philosophy, education, and city planning
 - What is the story of WDM (and Valley Junction) and its people?

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- The demographics are more diverse and colorful than the assumption that it's a primarily white (Caucasian) and homogenous city
- Affordable housing for all kinds of individuals and families is a big topic that needs to be addressed in our city starting *now*
- DEI Training
 - HVJF can work with her staff to bring DEI programming/trainings to this organization
 - Helps us understand how to evaluate and measure the impact of our decisions on our diverse citizenry
- Opportunities for collaborating with the foundation and neighborhood groups to collect, share, and document community history
- Board diversity
 - There is capacity for 4 more board members (as of 4/26/2022), per the bylaws, who will join January 2023
 - Steve would like help seeking nominations

Meeting adjourned at 8:20PM

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