

Historic Valley Junction Foundation
Board of Directors Meeting Minutes
Tuesday, June 21, 2022
5:00pm

Present: Chloe Bratvold, Mitchell Callahan, Ryan Cooper, Tom Florian, Jason Keigley, Stephanie Trannel, Meredith Wells

Absent: Claire Celsi, Kevin Trevillyan

Staff: Steve Frevert

AGENDA

1. Call to Order
 - a. **Meeting was called to order by Meredith at 5:05pm. A quorum was present.**
2. Consent Agenda
 - a. Approval of agenda: Moved by Jason, Second by Ryan, Consent Agenda approved.
 - b. Approval of Minutes: The May minutes will be presented and voted on during the July meeting.
 - c. Accept May Financials: Jason recommends that review of the financials be moved to July.
3. President's Report
 - a. Meredith provided updates from the June 20 WDM City Council meeting that are relevant to HVJ including:
 - i. A petition brought by a resident to change zoning in the 500 block of 5th St from HVJ business district to single family. Existing businesses would be legal non-conforming.
 - ii. Demolition moratorium language, which is set to expire September 1, 2022. The moratorium covers all properties in the HVJ business district.
 - b. On June 13, there was a special meeting to discuss the *Vibing With Friends* event, and the city will consider what types of events will be held in Railroad Park in the future. Complaints about the event included excessive noise, profanity, lack of police presence, drug use, drunken presenter, lack of safety precautions for fire dancers and garbage.
 - c. All three residential housing programs were approved for funding without change by the Due Diligence Committee and Finance and Admin and City Council approved.
 - d. Development and planning discussed a demolition ordinance. Or is it a preservation ordinance? Premature with the steering committee and Teska still working ... residential property owners and business owners will give extra input at a work session.
 - e. Infill housing on Pheix property. Affordable, workforce?
 - f. Sign up for July 3rd and Thursdays.
4. Committee Reports
 - a. Design – Stephanie summarized the written report including the addition of new members and the co-sign program which is officially named Sign Up Valley Junction.

Steve also noted that the city has cleaned up some of the neglected ground level planter areas.

- b. Business Improvement – Chloe summarized the written report. The BIP work plan is going well and the committee would like to recruit future leaders. There was a merchant meeting on June 14 at Nan’s Nummies with 18 people present. Good discussions and Tom Hyde suggested having more merchant/business socials. The next merchant meeting is Tuesday, August 9, at 8am. The next Business Improvement Committee meeting will be July 11 at 1:00pm.

5. Executive Director’s Report

- a. Written report presented and summarized.
- b. A new banner has been ordered for the stage for Music In the Junction. Another beer trough has been ordered. The new barricades for the event will be stored in the shed, so room will need to be made.

6. Old Business

- a. All Iowa Bash – Meredith and Steve are asking Google for a sponsorship but will probably not be available for this year’s bash. Steve suggested we cancel the All Iowa Bash 2023 unless sponsorships are secured well in advance. We currently have one \$500 sponsorship from Casey’s. The goal is to have one \$5,000 sponsor and two \$2,500 sponsors. Volunteers are needed for the All Iowa Bash and all merchants are asked to promote the event.

7. New Business

- a. Cinco de Mayo – use of Bravo funds
 - i. Will delay this discussion until July to allow for evaluation of the funds. Bravo has suggested that HVJ is an economic center, not a cultural center. How do we become more of a cultural center?
- b. Historic Marker
 - i. Utilized a grant program to pay for historic markers, especially for underrepresented communities. Vince designed a two-sided bronze sculpture to commemorate the settlement south of Railroad. The goal is to install by the west end of the arch on the public right of way. The city would own and install the marker, but HVJF would be the grant applicant. Hoping for \$2,500.
- c. Main Street Challenge Grant
 - i. Details will be released next week officially. \$25K-\$100K grants available. 50 main streets eligible, can apply on behalf of one project, KCL was last to receive a grant in HVJ. The goal of MSI is to provide nine \$100,000 awards with at least a 1:1 match. Andrew Tomes is interested for TLY building, application due 9/2; work cannot start before October. Steve has created a local application that is on the website and will post other places. HVJF applies and the money flows through the foundation. We don’t take an admin fee. Local app due 7/25 by noon. At the July board meeting we will review any local applications, then Steve will work with the applicant to finalize the application.

- d. Iowa Downtown Summit
 - i. Highly recommended. The summit is August 1st through 3rd. We get scored on board training, so would be great to get more people going. Tuesday is the main day.
- e. Annual Review for Steve Frevert
 - i. Board members should complete the attached evaluation and return to a member of the executive committee, who will compile and provide feedback to Steve. No need to fill out the last section.
- f. Master Plan Updates
 - i. The transition zone map and guidelines passed. The next meeting on June 29 will cover the light industrial area.

Other Matters & Announcements

- The 35th Anniversary of the Historic Valley Junction Foundation is the year. Consider a bonus Music In the Junction to celebrate?
- Consider selling tickets for tours of the new building at 304 5th St as a fundraiser.

Adjournment

Meeting was adjourned at 6:29pm.

Next Historic Valley Junction Board Meeting: **5:00pm on Tuesday, July 26, 2022.**

Minutes respectfully submitted by Stephanie Trannel on 6-30-2022.

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.

