

## Board of Directors Meeting Minutes

Tuesday, July 27, 2021

4:00 pm

Present: Boeynik, Coe, Fox, Hentzen, Schemmel, Trevillyan, Wells

Cooper joined at 4:32

Absent: Keigley, Goodrich, Valdez

Staff: Frevert

The meeting has a quorum.

### 1. Call to Order

- Meeting was called to order by Meredith at 4:05 pm
- Meredith invited everyone to introduce themselves to Steve

### 2. Approval of June 21<sup>st</sup> Board Meeting minutes

- Brian moved. Linda seconded. Minutes are passed as distributed.

### 3. President's Report

- Meredith and Vince attended the Master Plan Update Steering Committee meeting and are requesting that Steve replace Tom Jordison on the committee. Meredith was elected the Chair.
- Meredith gave an update and feedback on the Summer Festival (non HVJF Event) that was held in Railroad Park last Saturday. Around 75 people were in attendance. There were some concerns and Meredith did a lot to assist them ahead of time to explain all that needed to be done to host a festival. Trash and Kybos were covered by us since they did not take care of those independently. We will invoice for these services going forward for non-HVJF events. Some complaints were received with the noise, particularly the booming bass and that it went until 11:00 pm. Also the Farmer's Market banner was taken down and we were able to put it back up but it was somewhat damaged so we will probably need to replace it next year. Steve mentioned that we could request that the city have a check box stating the organizers have notified HVJF if anyone wants to do an independent event. Ryan mentioned at Exec that the restaurants and bars were unusually quiet on Saturday night.

### 4. Treasurer's Report

- Meredith presented the Treasurer's report
- Checking account is at a significant increase over last year.
- We've received the Hotel Motel \$ from the City of WDM
- We've also had a few very successful Music in the Junction evenings that have brought in good income this year.
- Total income has a good increase over last year since our events up fully up and running.
- Financial support is down this year so this is something we need to look at
- We only sold about half of the planters this year.
- Trash billing was split into two billing periods this year which has increased participation
- Expenses are up because we are having more events.
- Net income for June was \$19,539.22
- Kevin moved to approve the Treasurer's Report and June financials. Brian seconded.
- All approved the June Financials and Treasurer's Report.

### 5. Committee Reports

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- a. Design – Lynnae stated that there is no report but that we want to include Steve F. in our next meeting and will set something up in August.
- b. Promotion – Felicia presented who has joined the committee and stated that Cinco has been moved back to Spring 2022. We want to discuss whether to go ahead with the Fall Maker’s Market since it is coming up quickly.  
Felicia sent out a Doodle poll to get input on who wants to be part of the Event Coordinator interviews. Encouraged the board to fill that out.

6. Executive Director’s Report

- Nothing in addition to report

New Business

7. DSM Magazine Launch – September 1st

- a. Street Closure for 4<sup>th</sup> & Maple  
Lynnae moved that we support this event with more details. Felicia seconded. Kevin abstained. Motion carries.
- b. Encourage stores to stay open and offer promotions to the guests

8. Christmas Lights

- Meredith asked about sticking with Masolini this year again for our holiday lights.
- Steve mentioned that this is a great item for the Design committee to discuss. Also, the best time to buy new lights is the beginning of the year.  
Brian moved. Ryan seconded. We approved sticking with our current Christmas Light vendor.

9. Community Meet & Greet with Steve

- Cindy will spearhead this as the chair of the Organization committee

10. Benefits for Steve

- We will explore the option of having Steve be employed by the city

11. Second half of the year events

- a. Fall Antique Show/Valley Vintage & Makers Market – agreed to cancel this so that we have time to develop this more and brand it
- b. Cinco de Mayo – moved to Spring 2022
- c. HGF Car Show – an independent event – we help them with barricades and kybos but emphasized that it is not a HVJF event
- d. Sip & Shop – agreed this is good for the business district. Agreed on Oct 21, 28 & Nov 4.
- e. Pumpkin Walk – Oct 24, Sunday before Halloween. Will look at ways to enhance this event and possibly look at moving it to Railroad Park. Possibly convert it to a Fall Festival. Brian suggested contacting Guide One to sponsor this.
- f. Small Business Weekend – Last year we changed this to a 3-day weekend. Nov 26, 27 & 28. Cindy suggested doing a poll to ask merchants if they liked having this as a 3-day event. Many businesses have extended hours during the holidays.
- g. Jingle in the Junction – Nov 18, Dec 2, 9 & 16. Includes Santa and sleigh rides. It has been suggested to have food vendors or gift wrapping. Veridian is the big sponsor for this. Lots of opportunity to bring in new elements and sponsors for Jingle.
- h. Merchants on the Street (Sidewalk Sales) – August 21. A poll will be sent out to see how many merchants will be participating to make sure this is worth doing. A permit will also need to be

pulled. Steve asked if it is possible to ask the city to waive a permit for this. Cindy suggested that this be an annual event at the end of July/1<sup>st</sup> year of August. Meredith suggested book ending summer with one in April and one in August. Lynnae said it would be fun to have a few food trucks as well. Steve mentioned it could be a seasonal/monthly event. Worth considering.

- i. Brian mentioned that the events page on the website is empty and Steve and Meredith are working on this.
- j. Lynnae moved. Ryan seconded. All approved the slate of events.

#### 12. Bylaws, Elections & Main Street Training

- We will need a few extra board sessions to work on these. Meredith will send out an email regarding getting a committee together for working on the bylaws and set up a time. Cindy, as organization chair, will work with Meredith on this.
- Elections – based on discussions with the bylaws committee, and election schedule can be laid out
- We will have a Main Street Iowa board training before our visit from Main Street American – Kathy La Plant on Sept 21
  
- Kevin left at 5:15 pm

Brian moved to adjourn the meeting. Cindy seconded.

Meeting was adjourned at 5:37 pm

Minutes respectfully submitted by Lynnae S. Marty Hentzen on 7-27-21