



**Historic Valley Junction Foundation Board of Directors**  
Monthly Meeting  
October 25, 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 at **5:07**
2. Consent Agenda **Moved by Ryan. Second by Jason. Passes.**
  - a. Approval of Agenda
  - b. Approval of September Minutes
  - c. Accept September Financials
3. Treasurer's Report
  - a. **Hotel/Motel Tax from City of WDM may be changing for 2023. We are hoping to increase the financial ask from them.**
4. President's Report
5. Executive Director's Report
6. Event Coordinator's Report
  - a. **Larry will email out the Sponsorship packet**
7. Committee Reports
  - a. Design
  - b. Promotion
    - i. **Cinco Meeting for Nov 14th. Notes from meeting: Matt Mikeny and Sally Dicks with Bravo. Audrey kennis. DEI initiative. City funding. Culture clubs. Get organizations involved with this event.**
    - ii. **We have got interest in committees**
    - iii. **Felicia and Kelsey hit the street last weekend during the Pumpkin walk and got footage and created a highlight reel for social media.**

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**iv. Next Meeting Monday Nov 14th at 3:00 PM**

- 1. Ideas for Promo: Whats in your bag. "I shopped small today" What's your plan for small business saturday?**
- c. Business improvement
  - i. Tues Jan 10, next merchant meeting**
- d. Organization

**Old Business:**

**New Business:**

- **Trendy selfie stations should be out during all events for promotion. Find a trending hashtag to use and connect it with a monthly giveaway.**

**Action Items:**

1. Nominating Committee  
**Meridith motioned to add Brain fox and Ann Au to the Nominations committee. Jason second. No discussion. Tom Florian abstains. Motion passes.**

**Discussion Items:**

1. Main Street Accreditation Part I
  - a. Committee Structure and Engagement**
  - b. Design Guidelines**
  - c. Strengthening relationships and communication with stakeholders**
2. Strategic Planning Continued
  - a. PAST: Vibrancy of the District**
  - b. TODAY: Supporting our Businesses**
    - i. Design: Digital Kiosk**
    - ii. Promotion: Social Media Subcommittee**
    - iii. Organizational: Define who we are and what the foundation does.**
    - iv. Business/Economic Vitality: Business Education**

**Other Matters & Announcements:**

- **Newsletter article in the WDM Chamber newsletter**
- **Jingle in the Junction live weather report**
- **Walking tour this Sunday, Steve is leading.**

**Adjournment 7:47 PM**

**Next Historic Valley Junction Board Meeting: 5:00 pm Tuesday, November 22, 2022.**

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