



Historic Valley Junction Foundation Board of Directors
Monthly Meeting
March 21, 2023, 5:00 PM

Directors: Stephanie Trannel Mitchell Callahan (absent) Trevor Jordison Felicia Coe Claire Celsi Dr. Vicky Long Hill Jason Keigley Ryan Cooper Savannah Minnick Chloe Bratvold Tom Florian Susan Watts Meredith Wells

City Liaison: Renee Hardman (absent)

Staff: Steve Frevert & Larry Kaster

AGENDA

1. Call to Order - **Motion to approve: Meredith - 2nd: Tom**
2. Consent Agenda. Approval of Agenda - **Approved**
 - b. Approval of February 28, 2023 Minutes - **Approved**
 - c. Approval of February 2023 Financials - **Approved**
3. President's Report -
Hotel Motel Tax Funding to be voted on by city council
SMID: Need 25% approval of property owners
Sponsor needed for Cinco & Street Party
4. Executive Director's Report
Microsoft \$\$ can be used for technology/ New Website
Minority business owners grant information available
Open for Business Improvement Grant - Now Open
\$500 Local Business Improvement Funds - Reimbursable
Micro Grant - Rolls out in July
5. Event Coordinator's Report
50/50 Raffle at Music in the Junction - Purchase another Clover POS/ Drawing each night
Cinco Sponsor - NEEDED
Geo Fencing Reports
6. Treasurer's Report
Farmers Market Income is UP
Expenses are UP
7. Committee Reports
 - a. Business Improvement
Merchant Meeting Recap
Micro Grants Update
 - b. Design
District Clean Up - April 20
12 Sign Up Moving through to manufacturing
 - c. Promotions
8. WDM Chamber Updates
Black & Brown Business Summit 4/20
State of the city report - May 4th

Action Items:

1. Copier contract

New full service contract: \$120 - Motion to Approved / Jason 1st : Trevor 2nd / Meredith apposed due to conflict of interest

2. Holiday Tree

Placement / Color, Star (5 year Warranty)

QR CODE to pay for ornaments/Fundraising

Motion to purchase 25 foot tree + topper up to \$16,000 / use funds from the lighting account / Jason 1st: Meredith Second / Abstain: Felicia & Vicky

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

Discussion Items:

1. Main Street Iowa Awards

Awards on April 21st - Ticketed Event

2. Fundraiser – April 27th at The Foundry

\$60 at the door, \$50 now /

Video Marketing : In Progress

Ticketing at the door

Items for fundraising

Food Confirmed

3. "Across the Tracks" historical research update – Dr. Vicky Long Hill

Other Matters & Announcements:**Adjournment**

Next Historic Valley Junction Foundation Board Meeting: **5:00 pm Tuesday, April 25, 2023**

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

In Attendance: Jason, Steph, Ryan, Larry, Steve, Vicky, Savannah, Trevor, Meredith, Tom Florian (Joined later in the meeting),

Absent: Claire, Chloe, Mitchell

5:10

President's report was read

Directors report was read:

HVJF board meeting called to order at 5:19

Motion to approve agenda financials made by Ryan, seconded by Trevor.

Directors report was continued

Reminder of Bix and Co is opening, and we are all invited tomorrow 4-6 to their soft opening April 10th the Iowa Great Places is having their annual meeting in Marshalltown all day, VJ is a designated Iowa Great Place. Steve and Meredith are planning on attending. Meredith Wells joined the meeting at 5:23.

Steph presented Steve with a Mainstreet Iowa award 523 days on the job at VJ and an award for 4947 days as a director with the Iowa Mainstreet program.

Larry gave an overview of the EC report

Steph reminded everyone that if we do not find a sponsor for July 3rd we can not afford to hold the event.

Cinco does have funding earmarked for the event this year but for 2024 a sponsor is needed to continue the event.

Larry briefed us on the committee for Cinco and its members. They have all the information and they are working on finding a sponsor for that event.

The goal is for each major event to have its own committee to help plan. Meredith shared that the City of WDM is looking to possibly sponsor the July 3rd and Cinco event. Bravo was also discussed and it was shared that we didn't meet the qualifications. We are working with Matt McKinney to better align the event with Bravo to qualify for the funding. The WDM Human Rights commission may also be able to provide some funding to support cultural related events. It is agreed that we need to continue to produce cultural and diverse events in the district.

Music in the junction bands are 50% new to the event, mostly rock, but some hip hop and country.

The Latino Film Festival will be hosted here in railroad park. It is their event, but HVJF will be providing the beer tent and will keep the earnings from that. It is a family friendly and free event. Mid june, nobody knows the real date, just some saturday.

The treasurer's report was discussed. The bullet point on expenses was corrected to reflect a decrease not increase.

The savings account 3249 that holds the funds that were provided by Microsoft and what can we use the money for.

Renee requested that Steve set up a meeting with her, Steve, and the city finance director to find out what we can use that money for.

Design committee: meeting coming up on friday, feel free to join.

Business improvement committee: Next week MSI will release their open for business application. We are having the march merchant meeting at bix and co. Jane Armstrong from the SBA will be presenting. Robin from MSI encouraged us to apply for market based strategic planning. Steve submitted the application for us to get the training, which hasn't been done in valley junction since 2005. It will involve the business improvement committee. Steve does not have the specifics on what all it will include yet. Darlene will be joining us as well. Welcome visits were also discussed and what the BI committee does there.

Micro grants were also briefly discussed.

Promotion committee was skipped due to the focus on the Fundraiser.

Tom is not here so no chamber meeting was discussed

Copier contract discussion is deferred to the next meeting, still waiting on some quotes.

Discussion items

1 annual report:

Steve presented the 2022 annual report.

Steve and Steph showed the catch dsm video and annual report at city council

FUNDRAISER:

Committee is meeting biweekly to update on the fundraiser event. Hatch is giving us some free marketing to put together the marketing plan.

Tom Florian joined the meeting at 5:57 PM

Flelicia asked that each board member sell 10 tickets to the fundraiser.

Presidents report also has some information on the contacts

THIS week we will have a time/date/and name for the event

MSI Mainstreet Orientation

Savannah, Susan, and Stephanie attended. Will be held in the summer and fall again. Steph recommends that anyone who can please join it. Savannah echoed that it was very educational and enjoyable. Great place to network with the other mainstreet communities. This was the first in person event since 2019

Board commitment and conflict: missing from Chloe

Vicky presented across the tracks project.

Taste of the Junction website has some mapping of the residents on each street and the families have been identified. They are now trying to collect photographs to collect more history. She has some meetings scheduled to speak with more families. She is looking for connections to Johnny Vets Club. Steve is trying to figure out if any of the Railroads have archives. He also said that the historic marker project is now his big undertaking.

One thing for next month: Steph met with tom and claire and vicky and how to be better fundraisers and be more effective. Goals are to put together an action plan and what is expected of board members on the fundraising aspect. If you have anything to add please send it to steph

Chamber report from TOM: Bix and co VIP reception. Chamber staff will be there and celebrate. Official ribbon cutting will be in april.

Annual dinner went well, despite the snow storm. HVJF donated the VIP Tent at Music in the Junction. The chamber thanks us for the foundation

Breakfast before business presented by dart. 7:30 AM.

March 8th, half day, mentoring business for women. Renee is speaking at that event. 3rd annual black and brown business summit April 20/21, looking for pitch competition, must be 51% minority. Apps are accepted until march 17th. At Athene

Renee: attended the recognition by city view with steve. Was great to see the HVJF win best shopping district. Recognition matters!

So much winning in valley junction! It's almost embarrassing!

Meredith is going to put the fundraiser event out on a cup of sugar looking for photos to use with the decorations.

Vicky expressed that she will not be able to attend the event.

Steve:

Thanks again to tom vicky and claire for the fundraising and sponsorship discussion. Steph, Steve, and Clyde are launching tomorrow at coopers to discuss the sign up meeting.

18 businesses applied to get signs. 16 got designs. After drop outs, 12 businesses are here. With current funding, we could do 10 signs. We are going to ask to find a way to fund the additional 2 signs. May also reach out to Polk county for the additional funding.

Next month the meeting is March 21st, a week early. Steve will be attending the mainstreet conference the following week.

Steph adjourned the meeting at 6:19 PM.

Historic Valley Junction Foundation

Statements of Assets, Liabilities, & Net Assets - Cash Basis

As of February 28, 2023

	TOTAL	
	AS OF FEB 28, 2023	AS OF FEB 28, 2022 (P
ASSETS		
Current Assets		
Bank Accounts		
1002 Savings #3249 - Light	78,075.90	87,814.
1007 Checking - Operating	198,068.56	191,817.
1008 Savings #9381 - Microsoft	79,424.28	79,298.
1009 Savings #7060 - Lyric	5,211.08	10,205.
1010 Paypal	8,090.62	5,747.
1011 Restricted Fund Checking 5957	93.58	93.
1040 Petty Cash - General Fund	81.62	55.
Total Bank Accounts	\$367,045.64	\$374,832.
Other Current Assets		
Prepaid Expense	2,640.00	0.
Total Other Current Assets	\$2,640.00	\$0.
Total Current Assets	\$369,685.64	\$374,832.
Fixed Assets		
1500 Equipment	14,275.58	14,275.
1505 Furniture	4,840.00	4,840.
1510 Accumulated Depreciation	(13,217.80)	(9,245.2
Total Fixed Assets	\$5,897.78	\$9,870.
TOTAL ASSETS	\$375,583.42	\$384,702.
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
2320 Fed W/H / FICA Tax Payable	2,701.22	2,349.
2330 State W/H Tax Payable	602.99	730.
2720 Gift Card Payable	9,620.00	3,595.
2750 Credit Card Payable	2,837.44	0.
Total Other Current Liabilities	\$15,761.65	\$6,674.
Total Current Liabilities	\$15,761.65	\$6,674.
Total Liabilities	\$15,761.65	\$6,674.
Equity		
3010 Fund Balance-Beginning of Year	362,921.42	365,476.
Net Revenue	(23,099.65)	12,552.
Total Equity	\$359,821.77	\$378,028.
TOTAL LIABILITIES AND EQUITY	\$375,583.42	\$384,702.

Historic Valley Junction Foundation

Statements of Revenues & Expenses - Cash Basis

February 2023

	TOTAL			
	FEB 2023	FEB 2022 (PY)	CHANGE	% CHANGE
Revenue				
4010 Financial Supporters.	6,841.94	7,318.00	(476.06)	(6.51)
4050 Arts Festival	580.00	140.00	440.00	314.29
4100 Farmers' Market.	5,770.00	17,928.00	(12,158.00)	(67.82)
4190 Music in the Junction.	2,000.00	12,500.00	(10,500.00)	(84.00)
4200 Junction Wear / Other Sales.	0.00	57.50	(57.50)	(100.00)
4250 Miscellaneous Income.	0.00	2.01	(2.01)	(100.00)
4290 Trash Co-op.	1,052.75	1,435.38	(382.63)	(26.66)
Total Revenue	\$16,244.69	\$39,380.89	\$ (23,136.20)	(58.75)
GROSS PROFIT	\$16,244.69	\$39,380.89	\$ (23,136.20)	(58.75)
Expenditures				
5000 Grant Program	500.00	0.00	500.00	
5030 Grants / Donations	250.00	0.00	250.00	
5050 Arts Festival	45.00	0.00	45.00	
5070 Cinco de Mayo	1,151.78	0.00	1,151.78	
5100 Farmers' Market	1,881.00	1,302.00	579.00	44.47
5140 Jingle in the Junction	125.00	72.01	52.99	73.59
5145 Jingle in the Junction Lights	1,449.17	1,449.17	0.00	0.00
5170 All Iowa Bash	460.71	0.00	460.71	
5190 Music in the Junction	524.32	0.00	524.32	
5205 Light Valley Junction Project	0.00	556.40	(556.40)	(100.00)
5290 Trash Co-op	2,826.71	2,068.32	758.39	36.67
Total 5000 Grant Program	9,213.69	5,447.90	3,765.79	69.12
5250 Music Rights	21.00	1,414.00	(1,393.00)	(98.51)
5300 Committee Expenses	0.00	0.00	0.00	
5310 Business Improvement Committee	0.00	25.00	(25.00)	(100.00)
Total 5300 Committee Expenses	0.00	25.00	(25.00)	(100.00)
5400 Iowa Great Places	0.00	0.00	0.00	
5420 Sprinkler Project	573.28	223.05	350.23	157.02
Total 5400 Iowa Great Places	573.28	223.05	350.23	157.02
5490 Previous Years Gift Cards Reimb	50.00	125.00	(75.00)	(60.00)
5500 Salaries / Wages	10,909.82	10,188.84	720.98	7.08
5600 Payroll Taxes	834.61	775.61	59.00	7.61
5700 Payroll Fees	12.25	12.25	0.00	0.00
6100 Bank Fees / Interest	81.89	67.90	13.99	20.60
6110 Payment Processing Fees	232.59	100.70	131.89	130.97
6150 Computer & Technology	670.36	2,852.55	(2,182.19)	(76.50)
6190 Insurance	766.00	778.00	(12.00)	(1.54)
6210 Professional Fees - Accounting	1,578.75	44.00	1,534.75	3,488.07
6220 Lease Equipment & Service	538.47	523.35	15.12	2.89
6250 Miscellaneous Expense	20.00	0.00	20.00	
6260 Office Supplies & Equipment	77.32	0.00	77.32	

Historic Valley Junction Foundation

Statements of Revenues & Expenses - Cash Basis

February 2023

	TOTAL			
	FEB 2023	FEB 2022 (PY)	CHANGE	% CHANGE
6270 Postage	63.00	0.00	63.00	
6300 Travel / Meetings	0.00	(500.00)	500.00	100.00
6400 Marketing and Advertising	5,685.78	334.91	5,350.85	1,597.70
6510 Internet	0.00	78.06	(78.06)	(100.00)
6520 Telephone/Internet	250.00	93.65	156.35	166.95
6550 Depreciation Expense	223.73	352.51	(128.78)	(36.53)
Total Expenditures	\$31,802.52	\$22,937.28	\$8,865.24	38.65
NET OPERATING REVENUE	\$ (15,557.83)	\$16,443.61	\$ (32,001.44)	(194.61)
NET REVENUE	\$ (15,557.83)	\$16,443.61	\$ (32,001.44)	(194.61)

Historic Valley Junction Foundation

Statements of Revenues & Expenses - Cash Basis

January - February, 2023

	TOTAL			
	JAN - FEB, 2023	JAN - FEB, 2022 (PY)	CHANGE	% CHAN
Revenue				
4010 Financial Supporters.	15,436.44	18,312.00	(2,875.56)	(15.70)
4050 Arts Festival	590.00	140.00	440.00	314.29
4100 Farmers' Market.	10,310.00	19,588.00	(9,278.00)	(47.37)
4140 Jingle in the Junction.	40.00	0.00	40.00	
4145 Jingle in the Junction Lights.	0.00	115.00	(115.00)	(100.00)
4190 Music in the Junction.	2,000.00	12,500.00	(10,500.00)	(84.00)
4200 Junction Wear / Other Sales.	30.00	59.50	(28.50)	(48.72)
4250 Miscellaneous Income.	0.00	2.01	(2.01)	(100.00)
4290 Trash Co-op.	4,138.17	5,810.52	(1,672.35)	(28.78)
4445 WDM125	0.00	0.00	0.00	
4460 Jordan Book	0.00	285.35	(285.35)	(100.00)
Total 4445 WDM125	0.00	285.35	(285.35)	(100.00)
Total Revenue	\$32,534.61	\$56,811.38	\$ (24,276.77)	(42.73)
GROSS PROFIT	\$32,534.61	\$56,811.38	\$ (24,276.77)	(42.73)
Expenditures				
5000 Grant Program	500.00	0.00	500.00	
5030 Grants / Donations	250.00	0.00	250.00	
5050 Arts Festival	45.00	0.00	45.00	
5070 Cinco de Mayo	1,151.78	0.00	1,151.78	
5085 Pumpkin Walk	0.00	(420.00)	420.00	100.00
5100 Farmers' Market	1,881.00	1,302.00	579.00	44.47
5140 Jingle in the Junction	1,725.00	2,819.31	(1,094.31)	(38.81)
5145 Jingle in the Junction Lights	4,530.59	2,898.34	1,632.25	56.32
5170 All Iowa Bash	460.71	0.00	460.71	
5190 Music in the Junction	524.32	320.00	204.32	63.85
5200 Junction Wear	0.00	108.00	(108.00)	(100.00)
5205 Light Valley Junction Project	0.00	556.40	(556.40)	(100.00)
5290 Trash Co-op	6,153.42	4,342.08	1,811.34	41.72
Total 5000 Grant Program	17,221.82	11,926.13	5,295.69	44.40
5250 Music Rights	728.00	4,414.00	(3,686.00)	(83.51)
5300 Committee Expenses	0.00	0.00	0.00	
5310 Business Improvement Committee	0.00	5.00	(5.00)	(100.00)
Total 5300 Committee Expenses	0.00	5.00	(5.00)	(100.00)
5400 Iowa Great Places	0.00	0.00	0.00	
5420 Sprinkler Project	1,138.46	455.69	682.77	149.83
Total 5400 Iowa Great Places	1,138.46	455.69	682.77	149.83
5490 Previous Years Gift Cards Reimb	90.00	300.00	(210.00)	(70.00)
5500 Salaries / Wages	22,010.89	20,217.18	1,793.71	8.87
5600 Payroll Taxes	1,683.84	1,538.96	144.88	9.41
5700 Payroll Fees	24.50	24.50	0.00	0.00
6100 Bank Fees / Interest	227.13	202.47	24.66	12.18

Historic Valley Junction Foundation

Statements of Revenues & Expenses - Cash Basis

January - February, 2023

	TOTAL			
	JAN - FEB, 2023	JAN - FEB, 2022 (PY)	CHANGE	% CHAN
6110 Payment Processing Fees	329.72	143.61	186.11	129.59
6150 Computer & Technology	1,090.89	3,026.55	(1,935.66)	(63.96)
6190 Insurance	766.00	778.00	(12.00)	(1.54)
6210 Professional Fees - Accounting	1,871.25	733.00	1,138.25	155.29
6215 Professional Fees - Legal	0.00	20.00	(20.00)	(100.00)
6220 Lease Equipment & Service	1,076.94	1,274.98	(198.04)	(15.53)
6240 Memberships / Fees / Permits	0.00	30.00	(30.00)	(100.00)
6250 Miscellaneous Expense	20.00	0.00	20.00	
6260 Office Supplies & Equipment	114.66	203.34	(88.68)	(43.61)
6270 Postage	63.00	58.00	5.00	8.62
6300 Travel / Meetings	472.90	163.69	309.21	188.90
6400 Marketing and Advertising	5,758.52	3,685.11	2,073.41	56.26
6510 Internet	0.00	148.83	(148.83)	(100.00)
6520 Telephone/Internet	498.48	196.21	302.27	154.05
6550 Depreciation Expense	447.46	705.02	(257.56)	(36.53)
Total Expenditures	\$55,634.26	\$50,250.27	\$5,383.99	10.71
NET OPERATING REVENUE	\$ (23,099.65)	\$6,561.11	\$ (29,660.76)	(452.07)
Other Revenue				
4285 EIDL Income	0.00	6,000.00	(6,000.00)	(100.00)
5470 Assistance Programs Inc/Exp	0.00	(9.00)	9.00	100.00
Total Other Revenue	\$0.00	\$5,991.00	\$ (5,991.00)	(100.00)
NET OTHER REVENUE	\$0.00	\$5,991.00	\$ (5,991.00)	(100.00)
NET REVENUE	\$ (23,099.65)	\$12,552.11	\$ (35,651.76)	(284.03)



President's Report

HVJF Board of Directors Monthly Meeting

March 21, 2023, 5:00 PM

Main Street Iowa Updates:

- March Leadership call focused on Main Street Iowa's Open 4 Business grant program:
 - Goal: to provide small business support for expansions & new product lines, technology upgrades and improving business skills
 - \$25,000 grant, project must be at least \$25,000
 - HVJF is the applicant on behalf of the business
 - Three-minute video pitch
 - Applications due May 5, top 12 are named June 1, semi-final judging June 14, five semi finalists notified June 23, live pitches August 1 at Iowa Downtown Conference in Sioux City

City Updates:

- March 6th Council Meeting
 - Approval of Development Agreement (Property Improvement Fund and Regulatory Compliance Fund) – Junction Development Catalyst, LLC and PREAM, LLC, 304 5th St.
- March 20th City Council Meeting
 - 2023-24 FY Hotel/Motel Tax Allocations - City Initiated 1. Motion - Approval of Subcommittee Recommendation

Foundation Updates:

- SSMID (Self-Supported Municipal Improvement District) – The establishment of a SSMID authorizes a city to impose additional property taxes on a special district for specific purposes within that district. Most of the SSMIDs in Iowa are downtown areas and pay for streetscaping or beautification projects.
 - We are currently calculating value of relevant commercial properties to determine impact of a SSMID
 - Will meet individually with property owners to educate about a SSMID and to determine buy-in
- Still searching for sponsors for the Cinco de Mayo event; hoping Casey's will sponsor again (\$500). Steph has applied online.
- Still searching for sponsors for the Junction Street Party (formerly known as All Iowa Bash). Have been informed that the city of WDM will not be able to sponsor this event. If we have no sponsors, this event will not be held.
- The HVJF received \$90,000 in funding from the city from hotel/motel tax funds, budgeted for \$100,000 since that's what we received in 2022. We asked for \$150,000 and were hoping for \$125,000.
 - Steve and Steph are meeting with Tom Hadden Wednesday, March 22, to discuss funding options going forward since the stream of revenue from hotel/motel taxes will likely be drying up.
- Fundraiser:
 - April 27th at The Foundry, ticketed event, free food and cash bar
 - Theme: Historic Valley Junction Foundation "Block Party" Fundraiser
 - Tickets are live at valleyjunction.com/event/block-party-fundraiser/
 - Board members need to sell 10 tickets each to friends, business associates, etc.
 - We need to determine a go/no date based on ticket sales

- Fundraiser org chart
 - Chairperson - Felicia
 - Marketing & communications - Savannah
 - Sponsorships – ALL OF US!
 - Auction Items – Jason Keigley
 - Volunteers – Mitchell
 - Food donations – Chloe
 - Ticketing & logistics – Larry
 - Décor and space planning – Meredith
- Fundraiser committee currently meeting bi-weekly via Zoom for status updates ○ Auction items from foundation: Salvage tin from caboose, framed pics featuring HVJ, Farmers Market metal sign, MITJ VIP tent, Momere basket, Candle Bar/GMigs dinner and candle making
 - Food to date from: Coopers, GMigs, Bearded Jackyl, Let Them Eat Cake and one other.

Historic Valley Junction Foundation

Executive Director's Report

21 March 2023

Organization

- Sixty-two (45%) of district businesses have contributed to the 2023 investment campaign, which officially concluded on February 28. This number does not include several area businesses, building owners, and individual contributors.
- Larry will be attending the Iowa Tourism Conference this week, and Steve will be attending the Main Street Now conference in Boston next week.
- We have completed the required 2022 US Economic Census report.
- The City is arranging a visit to our district by a group of stakeholders from Independence, MO on April 14.

Promotions

- We have contracted for districtwide ad and marketing buys with *Cityview*, *Little Village*, the Center Stage Playbill, and the RecPlex.
- Band bookings are secured for Music in the Junction, Cinco de Mayo, and the Junction Street Party.
- Larry is signing up Gallery Night participants and sponsors.

Design

- The prototyping meeting for the SignUp project was held on February 28, and the business owners are working with sign fabricators.
- A districtwide cleanup is scheduled for April 20.
- New MITJ/FM banners are being ordered to replace the winter season ones. • Streetscape work in Railroad park should be starting up again this week and will hopefully be wrapped up before our event season starts. The City has started rehab work on the caboose.
- The revamp of the area behind the Activity Center has been approved, with construction slated to begin this spring and wrap up before the end of the year.

Business Improvement

- We have been chosen to receive Market-Based Strategic Planning training through Main Street Iowa. The Business Improvement Committee will be the lead on this, but other volunteers are welcome. A virtual orientation is scheduled for April 5 at 1:00, with the first in-person training on May 3.
- We assisted the Tavern in applying for a \$40,000, “Backing Historic Small Restaurants” grant through the National Trust. The grant awardees will be announced in May. • Bix & Co. hosted the merchant meeting this morning.
- Main Street Iowa’s 2023 Open 4 Business competition has launched. Information has been shared on the Historic Valley Junction and Cup of Sugar Facebook pages and in the merchant e-blast. Each Main Street Iowa program can submit one business for the competition. Our local application is on the website and is due April 17.

**Historic Valley Junction Foundation
Event Coordinator’s Report
21 March 2023**

Music in the Junction Schedule

- Print and social media announcement April 1
- 50/50 raffle
 - HVJF had three gambling licenses in past
 - Likely we will be given license
 - Digital pay/ticket system is too expensive so we would have to use tickets ○
 - Thoughts on moving forward with doing a 50/50 raffle?

Farmers Market

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- [redacted]

Current Balances:

- Line 1007 Checking Account: \$196,068.56, an increase of \$4,251.33 vs 2022
 - Decrease of \$18,740.97 from January
- Line 1002 Savings #3249 - \$78,075.90
 - This account is currently being used to hold funds designated for Light Valley Junction
 - \$9,678.09 was used from this fund to pay for the repairs to the lighting in Railroad Park.
- Line 1009 Savings #7060: \$5,211.08
 - This account is currently being used to hold funds designated for Cinco De Mayo
- Line 1008 Savings #9381: \$79,424.28
 - This account is currently being used to house funds from Microsoft
- Line 1040 Petty Cash – General Fund: \$81.82
- Line 1060 Petty Cash – Special Events: \$0.00

Income:

- Total Income YTD: \$32,534.61 vs \$56,811.38 (42.73% Decrease)
 - Financial Supporters is up to \$15,436.44 vs \$18,312.00 in 2022 (\$24,173.44 as of 3/16!)
 - Farmers Market has collected \$10,310.00 vs 19,588.00 in 2022
 - West Bank sponsorship \$12,500.00 was applied in Feb 2022
 - Music in the Junction has collected \$2,000.00 vs \$12,500.00
 - West Bank Sponsorship \$12,500.00 was applied in Feb of 2022

Expenses:

- Total Expenses YTD: \$55,634.26 vs 50,250.27 in 2022 (10.71% Increase)
 - Salaries/Wages, Accounting Fees, and Marketing have all increased

Net Income YTD: \$(23,099.65) vs \$12552.11 in 2022.

Last year had \$6000 in EIDL income credited in January.

West Bank Sponsorship of \$25,000.00 has not yet been received

BUSINESS IMPROVEMENT COMMITTEE REPORT

1. The committee met on: 03/07/2023

2. Attendance (by name)

Present: Chloe, Steve, Kay, Damon, Jason, Eric

Absent:

Excused: Mary, Susan

3. Brief Summary of meeting:

4. Open for business – What is it and what do we do it for? Email Blast Info/ Cup of Sugar/ Website/ Facebook / Budgeted for 2023 to give \$\$ to applicants.

New Business Visits: Pinnacle Staffing 03/09 1:00pm

Google Training?

Main Street Market Planning \ April 5th Webinar

Micro Grant - \$2,500 / Online Applications / \$0.25 ON THE DOLLAR!

Quarter 3: Launch in July

5. Committee member assignments and action items for next meeting:

- Follow up with Bambi for Merchant Meeting
- Steve to draft Micro Grant Applications

6. Next committee meeting: 04/11/23__1:00pm__ HVJO
Date Time Place

7. Items referred or pertinent comments for the Board of Directors:

Cc: Board President Chloe Bratvold Executive Director Committee
Chairperson Committee Members

**Historic Valley Junction Foundation
Design Committee Minutes
March 3, 2023**

Sign Up

- Prototyping meeting was held Feb 28.
- Most business owners were able to attend and interact with fabricators. • Next step is to assign fabricators to businesses if one was not selected. • There are 12 signs being considered at this time, would like to be able to fund all 12. • The signs are all VERY COOL!

Lighting

- Agreed that building and trees will be lit with clear/white lights.
- The new holiday tree (see below) will be lit with multi-color lights.
- RR Park will continue to have color-changing globes.
- Will reach out to lighting contractors for the arch, which is the primary focus. • Will begin sourcing ideas for the walkway adjacent to Coopers. Hanging balls mentioned.
- Sponsors for prior round of lighting: KCL, Prairie Meadows, Polk Co, Microsoft, Mid American, IEDA, Bravo

Steve's Amazing New Holiday Tree

- Steve has long dreamed of a massive holiday tree in HVJ. The dream is almost a reality. • Will be in front of the doors of the Fire/EMS admin building.
- The tree is on sale through March 31, will vote on purchase at March 21 board meeting. • The tree will be a welcome element to the street visually, plus it will hopefully draw visitors to the 300 block.
- Will likely use the same company to put up/take down and store the tree that the city uses for the mayor's tree at the amphitheater.

Executive Director's Updates

- Wines of Iowa and Knotty Nail spaces will be for lease. Same owner, Steve is in touch and is sharing info on prospective occupants.

- Side Garage moved to Fuller Road.
- Recycle Me Iowa is leaving due to building maintenance issues.
- The Tea & Spice Exchange (218 5th) plans to be open by the first Farmers Market.
- Olson-Larsen moving into new space in April.
- Andrew Tomes is assessing his plans for the former TLY building given financial challenges.

Fundraiser

- The fundraiser is still on track for Thursday, April 27, from 6-9pm at The Foundry.
 - As committee members, please try to sell or gift 10 tickets. Tickets are available online at <https://www.valleyjunction.com/event/block-party-fundraiser/>
 - If all board and committee members get 10 people to attend the fundraiser, we will have a great crowd!
 - Please share the fundraiser event from FB on your personal and business social media.
- If you would like to donate an item or dollars for the silent auction, please reach out to Jason Keigley jason.keigley@fnb247.com.



Next HVJF Design Committee: Friday, April 14th, 1:30pm

4870 Sadler Rd. Suite 300 Glen Allen VA 23060

Phone: 804-380-2705

Fax: 919-954-0203

Bill to: Historic Valley Junction Foundation Date: 2/28/23

137 Fifth St. Shipping Date: ASAP

West Des Moines, IA 50265 Via: Best Available Attn: Steve Frevert

Ship To: Same as Billing Address Sales Tax Exemption #: _____ 515-222-3642

Quantity Size Description List **Discounted** Unit Amount Price **Price**

1 22' Panel Tree \$17,162.00 **\$12,356.64** ea \$12,356.64 C7 LED in TBD * **28% discount through 3-31-31** (Sun White, Warm White, Pure White, Cool White Multi-Color) PT22-LED

Pre-Attached Ornament Package \$1,931.00 **\$1,390.32** ea \$1,390.32 7 Ornaments Per Panel * **28% discount through 3-31-31** 4" & 6" in Red, Green, Silver, Gold (Optional)

Pre-Attached Ornament Package \$3,861.00 **\$2,779.92** ea \$2,779.92 7 Ornaments Per Panel * **28% discount through 3-31-31** 4" & 6" in Red, Green, Silver, Gold (Optional)

1 4' Tree Topper for Panel Tree \$TBD **\$TBD** ea \$TBD C7 LED in TBD * **28% discount through 3-31-23**

1 22' RGB Panel Tree \$23,432.00 **\$20,151.24** ea \$5,891.14 * **14% discount through 3-31-23**
 Pre-Attached Ornament Package \$1,931.00 **\$1,390.32** ea \$1,390.32 7 Ornaments Per Panel * **28% discount through 3-31-31** 4" & 6" in Red, Green, Silver, Gold (Optional)

7 Ornaments Per Panel * 28% discount through 3-31-31 4" & 6" in Red, Green, Silver, Gold
(Optional)

1 4' Tree Topper for RGB Panel Tree \$TBD* ~~\$TBD~~ ea \$TBD C7 LED in TBD * 28% discount through 3-31-23

Freight Estimated. Billed Upon
Delivery

Total Merchandise \$ n/a Applicable Sales Tax \$ n/a Estimated Freight \$ n/a Balance Due
\$ n/a

Nina Scherotter _____ Mosca Design Representative Purchaser

2/28/22 _____ Date Date

By signing above purchaser agrees to the terms of the price quote and authorizes Mosca Design, Inc. to place order accordingly. Quote good for 90 days and while supplies last.

Self-Supported Municipal Improvement Districts

Creating a SSMID

Chapter 386.3 of the Code of Iowa describes what a city must do to create a SSMID. Due to the complexity and required sequence of events, consultation with the city attorney throughout this process is recommended. In addition to property classification requirements (commercial, industrial or historic district), the district must consist of contiguous property within the city's boundaries. To initiate the proceedings, the city council needs to file a petition with the city clerk that contains signatures of at least 25 percent of the property owners within the proposed district. Those signatures also must represent at least 25 percent of the assessed property value in the district.

Use of SSMID Funds

After satisfying the petition requirements, the council must name the proposed district and describe its legal boundaries. SSMID tax revenue can be used for a wide range of purposes, including support of an operation fund. SSMID funds may also be used for establishing a capital improvements fund, issuing bonds to pay for improvement projects within the district, using district revenue for debt service (only to pay for the principal and interest of SSMID bonds) and to pay for parking fees at any facility that is within or used by the district. Those purposes must be listed when establishing a district and may be general or by the specific improvements and uses of the revenue. The council must also state the maximum tax rate that may be imposed on the properties within the district.

Approving a SSMID

The planning and zoning commission is then required to prepare an evaluative report of the proposed district for the council, which must be received by the council before it can take further action on the establishment of the district. In cities that do not have a planning or zoning commission or a regional planning commission, the council shall call a public hearing on the establishment of the district. Once the council has received the commission report, it must publish a notice of the meeting at which it will hold a public hearing on the proposal to create the SSMID. At least 15 days before the meeting the city clerk must also send a copy of the notice by certified mail to each property owner in the proposed district. In addition to the meeting information, the notice must state that a petition has been filed with the council for the establishment of the district as well as the name, purposes, boundaries and maximum tax rate of the district. During the public hearing the council must hear all property owners of the district or residents of the city who wish to express their views on the matter.

After the public hearing the council must wait at least 30 days before adopting an ordinance that

establishes the SSMID. Adoption of the ordinance requires an affirmative vote of three-fourths of the council. However, if an objection has been filed by at least 25 percent of the district property owners (and they represent at least 25 percent of the assessed property value), then the council must vote unanimously to adopt the ordinance. Also, if 40 percent or more of the district property owners representing at least 40 percent of the assessed property value file a petition objecting to the creation of the SSMID, the council must withdraw the measure from consideration. After the city council passes the ordinance the city must file it with the county.

- From Iowa League of Cities