

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.

President's 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.