



Historic Valley Junction Foundation Board of Directors
Monthly Meeting
August 23, 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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Most of the board met at 5pm at 122 5th St to tour the space with the new owner and hear about the plans.

1. Call to Order at **5:52PM**
2. **Motion to accept by Jason. Second by Steph. Consent Agenda passed unanimously.**
 - a. Approval of Agenda
 - b. Approval of July Minutes
 - c. Accept July Financials
3. Treasurer's Report
 - a. **All Iowa Bash lost \$1,700 at All Iowa Bash. It is the recommendation of the treasurer (Jason) that we do not proceed with the 2023 All Iowa Bash if we do not get sponsorship and/or support/partnership with the city of WDM.**
4. President's Report
5. Executive Director's Report
6. Event Coordinator's Report
 - a. **Working on booking a band for the 35th**
 - b. **\$14,000 for one year of geofencing. Could we offset the cost by offering the data to HVJ stores? Very valuable information to use to get sponsorships. Tom says DSM partnerships has it and has offered their service to the WDM Chamber for events before.**
 - c. **Catch DSM raised prices for 2023 from about \$3,000 to \$4,000. Should we continue investing in this form of marketing? They put in visitor centers around Iowa and**

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Omaha, but should we mix up marketing? Possibly RexPlex would be a good spot to invest.

7. Committee Reports

a. Design

- i. **Lighting for the District. Stick with the current light vendor for the 2022 holiday season. There is still \$87,000 left in a grant. Working on putting together a plan to present to the city to get grants and funds. Want to light walkways and pocket parks.**
- ii. **Sign Up program is launched and is on the VJ website. Tom has done a lot of work on the flyers and**

b. Promotion

- i. **Red Dot is looking to do some pro-bono work for the**

c. Business improvement

- i. **Merchant Meeting was held at Five Monkeys this month. Next one is Oct 11th.**
- ii. **New business welcome packet is complete!!**

Old Business:

New Business:

Action Items:

1. Credit Card Limit Increase.

- a. **Steve and Larry both have a combined \$5,000 limit credit cards, which they have reached a few times. We also have to mail a check in for payment, which is problematic with the delay. Jason is looking into other credit cards that will be a better bit, however in the meantime increasing the credit card limit would solve this problem of having cards maxed out.**
- b. **Felicia moved to increase the credit card limit total to \$10,000. Second by Ryan. Passes unanimously.**

Discussion Items:

1. 35th Anniversary Events

- a. **Two proposed events. A Ticketed event at one of the new buildings and a bonus Music in the Junction on October 6th. The ticketed event would be a fundraiser and the Music in the Junction would be more of a party/celebration. Looking for ideas and people to join the meeting. First one is next Tuesday, August 30th at 5:30PM.**

2. Website updates

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- a. **Mitchelle is putting together a RFP (Request for Proposal) to send out to get more quotes for creating a website. Suggested that we send out to at least 5 companies. Definitely including the two VJ companies.**
3. **Iowa Downtown Summit Recap**
 - a. **Steve, Larry, and Stephanie attended. How to be a Cultural/Artistic district. More than murals and public art. We can meet with the presenter (Ames) and think more broadly and brainstorm other ways we can enhance this.**
 - b. **Projected Art would be affordable and adjustable**
 - c. **Knoxville and Pella worked together and created a trail between the two towns and listed all the bars, restaurants, experiences, etc. For instance a history tour, or a foodie tour, art tour, etc. They could be a passport.**
 - d. **They ask for a commitment for people on event committees. i.e. first year is learning, second year is doing, third year is training the new/next people.**
4. **Main Street Accreditation Checklist**
 - a. **We should pass with no problem, but we could make improvements. i.e. We need to compile a written fundraising plan.**
 - b. **October 11th at 5:30 we will meet to go over accreditation and strategic planning for 2023. All board members and committee members are welcome and invited.**

Other Matters & Announcements:

Adjournment at 7:00PM

Next Historic Valley Junction Board Meeting: 5:00 pm Tuesday, September 20, 2022.

Submitted respectfully by Felicia Coe.

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