

Historic Valley Junction Foundation  
Board of Directors Meeting Minutes  
Tuesday, December 21<sup>st</sup>, 2021  
6:00 pm

Present: Cooper, Hentzen, Keigley, Wells  
Coe joined by phone  
Absent: Boeynik, Fox, Goodrich, Trevillyan  
Staff: Frevert, Kaster

## **AGENDA**

1. Call to Order
  - Meeting was called to order by Wells at 6:14 pm. A quorum was present
2. Consent Agenda
  - a. Approval of Agenda
  - b. Approval of Minutes
  - c. Accept November Financials
  - Hentzen moved. Cooper seconded. Consent Agenda was approved.
3. President's Report
  - Meredith thanked everyone for an interesting but good year. A lot is happening.
  - Master plan is going full steam ahead. Please review the virtual workshop and take the survey.
4. Treasurer's Report
  - Not a lot to report. We've spent a lot lately without bringing in a lot but this is typical for this time of year.
5. Committee Reports
  - a. Design – We've communicated with the city about the additional benches and trash containers.
  - b. Promotion – committee met yesterday. Putting together event feedback surveys to get good insight on the events. Starting to reach out to various potential committee members. Felicia mentioned that a conversation needs to happen around the Antique Jamboree going forward.
  - c. Organization – Cindy is not here
  - d. Business Improvement – Brian is here
6. Executive Director's Report
  - Steve is still trying to get through to the SBCA re: the grant.
  - Year-end ask letters went out to the businesses and property owners and previous donors.
  - Hotel/Motel ask is due Dec. 29<sup>th</sup> and Steve will get this in. Will present to the finance committee in late January/early February.

## **New Business:**

1. Slate of new HVJF Board of directors  
Nominating committee met on December 15<sup>th</sup> and accepted all of the candidates who were presented.  
Most of the new board members came out of the HVJF committees.

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The slate includes:

- Steph Trannel – Red House Remodeling (business & property owner)
- Chloe Bratvold – Candle Bar (business & property owner)
- Mitchell Callahan – Resident
- Tom Florian – WDM Chamber
- Claire Celsi – Iowa Senator District 21

Keigley moved to approve the slate. Hentzen seconded. All approved.

2. Election of 2022 Officers

- President – Wells
- VP – Cooper
- Treasurer – Keigley
- Secretary – Coe

Hentzen moved to approve officers. Cooper seconded. All approved.

3. 2022 Budget

- We met last week and reviewed all the line items and adjusted according to projected expectations.
- It's a pretty tight budget because its conservative on the income. Expenses were adjusted up because costs are increasing. All income and expenses were moved out of the committees.

Hentzen moved to approve budget. Cooper seconded.

4. West Bank Credit Card Application

- Recommended that we ask for a \$10,000 credit max
- If there is no cost to the line of credit, we may decide to keep that as well.

Keigley moved that we apply for a credit card for the HVJF foundation. Cooper seconded. All approved.

5. Larry's 90 day review was completed and very positive. We wanted to give a 3% increase now and a 3% increase at the annual review if all is good.

Cooper moved. Keigley seconded. All approved. This will go into effect retroactive from the 90 day pay period.

6. It has been requested that Maple be re-named from 1<sup>st</sup> to 14<sup>th</sup> Street in honor John and Barbara Long by Dr. Vicky Longhill, their daughter. They were considered the Mom & Pop of the neighborhood for decades and contributed so much to Historic Valley Junction.

It has also been proposed by Jim Miller that Maple be renamed in honor of Betty Hill.

Cooper moved that we write a resolution in support of the honorary naming of Maple to Long. Keigley seconded. All approved.

7. Steve presented work plans for the four committees:

- Organization
- Promotions
- Design
- Business Improvement

Hentzen moved to approve the work plans for 2022. Cooper seconded. All approved.

8. Main Street accreditation forms are due January 6<sup>th</sup>. Board will meet on January 4<sup>th</sup> to complete these.
9. Strategic Planning workshop – Steve reviewed the goals of the committees and the Main Street program form for guidance. Essentially the focus is on our revitalization strategy. The two tasks Steve focuses on every day is to make this a better district and ensure that the organization gets stronger and promote what the organization does. and secure financial sustainability.  
Our priorities for 2022 are:
  - Strengthening our organization and telling our story.
  - Supporting our businesses
  - Sharing community milestones
  - Secure the financial sustainability of the organization

Meeting was adjourned at 8:00 pm

Minutes respectfully submitted by Lynnae S. Marty Hentzen on 12-21-21

*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.*