



Historic Valley Junction Foundation Board of Directors
Monthly Meeting Minutes
September 22, 2022, 5:00 PM

Directors:

Meredith Wells	Steph Tranel	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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1. Call to Order **5:10 PM**
2. Consent Agenda **Claire motion to move. Jason second. Motion carried unanimously.**
 - a. Approval of Agenda
 - b. Approval of August Minutes
 - c. Accept August Financials
3. Treasurer's Report **We have spent \$15,000 to date for marketing. Jason proposes we use the revenue to add \$5,000 to the 2022 budget for marketing, which would double the original 10,000 marketing budget. Jason moves to add \$10,000 to the marketing budget. Claire second. Motion carried unanimously.**
4. President's Report
5. Executive Director's Report **Additionally: Historic walking tour on Sunday Oct 30th. Media has contacted the foundation regarding a national chain coming to the community. Steve reassured them that he believes there is a strong support for our current businesses and they will continue to succeed. He also clarified that the HVJF does not have any say or control of who moves into the district. Steve kept it positive.**
6. Event Coordinator's Report **Oct 6. Encore Music in the Junction. Looking for board members to serve drinks. 5:30 - 8:30. Gallery night is back this year. Pumpkin walk is getting vendors registered and it's going online tomorrow. Planning is going well.**
7. Committee Reports
 - a. Design
 - b. Promotion
 - c. Business improvement

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

d. Organization

Strategic Planning Meeting: Oct 11th. 5:30 - 8:30PM. All Board and All Committee members invite to share ideas to create the 2023 work plans. Order food and drink and plan for 2023

Old Business:

35th Anniversary Party. Decided to scratch doing this in Nov and instead have a First Quarter/Spring 130th Anniversary fundraiser.

New Business:

Action Items:

1. Nominating Committee **There are four slots to fill for 2023. Need to brainstorm the nomination committee first. We want different people from last year to make sure there is variety. If you have ideas please send them to Meredith so the board can vote during the October meeting.**

Discussion Items:

1. **Veridian has pledged 11k for the 2022 Jingle in the Junction. 11.5k for 2023 and 12k for 2024.**
2. **Encore Music in the Junction. Need help in the beer garden. Oct 6th.**
3. Strategic Planning October 11
4. Holiday Marketing: **Human interest story; windows**
5. Social Media Responses **We sometimes get negative comments. Going to use the Moderate Content feature to moderate inappropriate social media content.**

Other Matters & Announcements:

6:40: Ryan arrives.

Adjournment 7:20PM

Next Historic Valley Junction Board Meeting: 5:00 pm Tuesday, October 25, 2022.

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