

January 28, 2025

Tuesday, January 28, 2025 7:55 PM

Notes taken by: Mitchell Callahan

Attendees

- **Board:** Meredith, Steph, Chloe, Jason, Susan, Savannah, Trevor, Mitchell
- **Staff:** Larry, Steve
- **Other:** Brad (City), Everett Mullican (Chamber)

Notes

Consent agenda

- ★ • *Motion: Approve consent agenda*
 - *Moved to approve: Steph, Seconded: Meredith*
 - *Approved: All*
 - *Motion: Passed*

Action Items

- ★ • *Motion: Approve 2025 Budget*
 - *Moved to approve: Meredith, Seconded: Susan*
 - *Approved: All*
 - *Motion: Passed*

Discussion Items

- Board Commitment and Conflict of Interest Forms
- Promotion Committee
 - Val and Felicia will co-chair the committee
- Main Street Iowa Pulse Poll
 - Economic climate: Pessimistic
 - Vibrancy: 8
 - Major issues
 - Landlord issues and building maintenance
 - Business hours
 - Cost of goods

- Budget: Decrease
- City investment: Decrease
- Volunteerism: Increasing
- 2024 accomplishments:
 - Business improvement micro-grants
 - Advocating for property improvement funds
 - Farmer's Market on 300 block
 - Farmer's Market/MITJ customer experience improvements
- 2024 visual changes:
 - Mural
 - 200 block east-side public parking lot sitting areas
 - Vacant building lot
- One expanded or new business:
 - Expanded: 5 Monkeys
- Promote and support historic preservation
 - Walking tours
 - Advocating for city funding
 - Flashback Friday's
 - Advocate for saving 122
- Technical service needs: Business and technical training
- Level of effectiveness with Main Street Iowa: 10
- Level of awareness of local Board of Directors
 - Enhance effectiveness: work plan standardization
- Level of awareness of local Board of Directors with Main Street: 10
- Level of effectiveness between Main Street and City: Excellent
- General public/Business owners level of awareness: Good
 - Comment: Business owners it's excellent, with general public it's poor
- Board member interactions with...
 - City Council meetings: Twice a month
 - Exec Direct with City Staff: When needed
 - County Supervisor: When needed

Reports

- President
- Executive Director
 - Steve presenting annual report to council next Monday
 - Sprinkler system

- Steve is going to continue working with Brad and our attorney on it
 - Brad intends to have an update by mid-February
 - Coverage expires in April
 - Steph would like to have this resolved as soon as possible
 - We need to meet with affected property owners very soon
- Event & Marketing Manager
 - Des Moines Marathon plans to go through 5th Street again on October 19th (Sunday), they liked the route and it was minimally disruptive
- Treasurer
- Committees
 - Design
 - \$24,000 left in Microsoft account to use on tech-related projects
 - Steph suggests we provide initial funds to help with grant applications for Light Valley Junction
 - ★ ▪ *Motion: Use \$10k from the Light Valley Junction savings account to replace globe lighting in railroad park*
 - *Moved to approve: Susan, Seconded: Trevor*
 - *Approved: All*
 - *Motion: Passed*
 - Business Improvement
- City Updates
 - Drafting on master plan
- WDM Chamber Updates
 - They've recently expanded
 - Can help with filling volunteer slots

Meeting adjourned at 6:59 PM