

Jun 24, 2025

## Attendees

- **Board:** Felicia, Jason, Meredith (virtual), Mitchell (virtual), Ryan, Steph, Val, Vicky
- **Staff:** Larry, Steve
- **Other:** Brad Munford (City)

## Notes

### Consent agenda

- 🗳️ Motion: Approve consent agenda — Steph
  - Moved: , Seconded: Val
  - Approved: All
  - Motion: Passes

### Action Items

- None

### Discussion Items

- Main Street America Accreditation Self-Assessment
  - Done ✓
- Iowa Downtown Conference
  - Let Steve know if you intend to go

### Reports

- President
  - None; see Steve's
- Executive Director
  - Door clings are ready (~80)
    - Who would like to handle distributing these?
    - Sign up on Steve's sheet who you'll go and ask
  - Vintage event
    - We're going to do our own vintage event
    - Need to pick a date; Larry will look at calendars and propose some
  - Community branding
    - Our 5th Street arch is very well known to surrounding communities
- Event & Marketing Manager
  - Junction Street Party
    - 4 volunteer shifts yet to be filled for July 4th
    - ID'ing shifts needed for 9-11pm
  - MITJ is down \$13k YTD
    - Possible factors: rainy weather, personal economics, storefront THC giveaways
    - Drinking trends are changing; some demographics are moving from beer/wine to THC drinks
    - There are complexities in selling THC drinks due to state law; requires selling through a third-party
      - The third-party could be an LLC we control

- New law on July 1st: patrons of bars that have licenses to sell alcohol can walk onto a close street if the street event also sells alcohol
- Other Updates
  - City
    - City is starting to ask businesses to sign a “hold harmless” agreement for awnings and projections that go into public spaces
      - It absolves the city from being held liable if those structures are involved in an accident
      - Brad is asking help to assuage business owners annoyances and the agreement is being applied to all businesses that are filing permits for structures that project into public space.
      - HVJF will help socialize this agreement with our local businesses

**Meeting adjourned at 6:59 PM**