


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