

Aug 26, 2025

Attendees

- **Board:** Chloe (virtual), Felicia, Jason, Meredith, Mitchell, Ryan (virtual), Savannah, Steph, Susan, Trevor, Val, Vicky
- **Staff:** Larry, Steve
- **Other:** Brad

Notes

Consent agenda

-  Motion: Approve consent agenda
 - Moved: Meredith, Seconded: Felicia
 - Approved: All
 - Motion: Passed

Action Items

- Employee Compensation
 - *Tabled for September 23rd "board" meeting; sometime during Main Street Iowa visit*

Discussion Items

- Matt McKinney meeting and building tour
 - 201 5th
 - The building is showing signs of water infiltration because of mold
 - Virtually no well-suited spaces available that Harlow + James could move to if they can no longer occupy the space
 - Matt seemed genuinely concerned about the conditions of the properties he saw
 - Hotel/Motel award amounts
 - Expect award amounts to decrease significantly over the next few years
 - SMID
 - He's open to discussing it further
 - Iowa Main Street representatives will come to the October board meeting to walk us through how a SMID process goes
- Printed Photographs
 - It's currently housing printed photographs that the foundation has paid for
 - Possible water infiltration is threatening the prints; we should move them out
 - We should speak with Vince about moving the prints; he should be able to get access to them
- Sprinkler system update
 - 12-14 property owners in attendance; along with relevant city staff
 - City believes they can find insurance for the system
 - The city may be amenable to administering and operating the system
 - New contracts will need to drawn up and signed by affected property owners
 - Costs
 - \$6,400 in administrative cost to date
 - HVJF could begin invoicing futures costs until the City subsumes the duties
- Main Street America accreditation
 - Takes place on September 23rd; in place of the board meeting
 - Please accept calendar invites sent to you

Reports

- President
 - See Matt McKinney notes under discussion items
- Executive Director
 - Finalizing challenge grant for Cutler's project
- Event & Marketing Manager
 - Working on documentation and forms for event and marketing management
 - Putting together a CRM database of sponsors
 - Cinco de Mayo
 - We need to see a certain dollar amount in sponsorships by the end of 2025 to determine if HVJF will help fund and run the event in 2026
 - HVJF would also like to see more help from community members to volunteer organizing the next committee
 - Vicky and Larry will pair up to discuss next steps and strategy for how to approach Cinco de Mayo in 2026 by the end of September
 - Using AI
 - \$20/month for Copilot Pro
 - Using it to help with writing marketing content is acceptable
 - We should not use it to create images and artwork
- Treasurer
 - Made up \$5,000 in delinquent trash bills
- Committees
 - Business Improvement
 - New business visits next Wednesday
 - Next stakeholder meeting is September 11th
 - Promotions
 - Starting to discuss holiday event plans and ideas
- Other Updates
 - City
 - There was a sewer collapse behind The Winchester; City is performing repairs at the moment

Meeting adjourned at 6:49 PM