


Mar 24, 2026

## Attendees


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

## Notes

### Consent agenda

-  Motion: Approve consent agenda
  - Moved: Jason, Seconded: Val
  - Yea: All, Nay: 0
  - Motion: Passed

### Action Items

- Review Mission & Vision Statements
  -  Motion: Approve Mission/Vision Statements
    - Moved: Ryan, Seconded: Todd
    - Yea: All, Nay: 0
    - Motion: Passed

### Discussion Items

- Main Street American accreditation
- Main Street Iowa Awards (May 7)
  - MSI Awards, Farmers Market, and MITJ/Cinco de Mayo will all be on this day
    - Steph and Jason offer to volunteer at MITJ
    - Larry is still working on the volunteer schedules
  - MSI Awards will go from 5-9pm
  - Attendees
    - Larry needs to be present for the award
    - New board members should get priority
- Board Commitment and Conflict of Interest Forms

### Reports

- Executive Director
  - Policy advocacy was the theme of the latest MSI spring workshop in Mason City– they're looking into intentionally lobbying for legislative policy that affects main streets
  - 5th Street road work is beginning– they're supposed to be able to finish it by the end of April
- Event & Marketing Manager
  - Larry needs everybody to complete the MITJ volunteer availability questionnaire ASAP
  - Good backlog of vendors for Farmer's Market
    - Halved fees for produce vendors, doubled fees for prepared food vendors
    - So far that's led to a doubling of the number of produce vendors
    - No complaints received about the change in fees
  - Beginning sign-ups for Pride and Vintage Show
  - Combined MITJ/Cinco de Mayo is going forward

- Now that the combined events are confirmed, it's time to promote the combined event
  - Larry will be discussing promotion of the event next week with Vince and the Cinco committee
- Treasurer
  - Art Fest sponsorship: Getting \$3,000 in grants from Polk County and MidAmerican
  - Fundraiser idea (Val)
    - Puzzle competition with prizes for 1st, 2nd... places
    - Team of 2-4 people (\$30/person)
      - Complete a puzzle as a team in an allotted amount of time
      - Some food and/or drinks are included
    - Could do it in the Activity Center
    - Could sell alcohol (license permitting) or BYOD
- Committees
  - Design
    - Focusing on 5 murals for public art
      - Susan has sent out RFPs; April 17 deadline
      - Review at meeting on April 24
    - April 23: District clean-up event
  - Promotions
    - Pride Events
      - Get a booth at Capital City Pride (\$300)
      - They allow non-profits to sell merchandise
      - Planning on a float in the parade again
- Other Updates
  - City
    - The city is working on making the government website more accessible and ADA compliant (legal enforcement begins April 2026)
      - City would like us to take over [the historical buildings resources](#) that they have hosted on the city's website, and host them on valleyjunction.com
      - Pages would need to be ADA law compliant

**Meeting adjourned at 6:42 PM**