


Apr 28, 2026

## Attendees




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

## Notes

### Consent agenda

-  Motion: Approve consent agenda
  - Moved: Savannah, Seconded: Val
  - Yea: All, Nay: 0
  - Motion: Passes

### Action Items

- Bylaw Review
  -  Motion: No change to bylaws
    - Moved: Steph, Seconded: Val
    - Yea: All, Nay: 0
    - Motion: Passes
- CD Rollover
  - Some CDs are coming up for renewal
  - Steve doesn't think we need to cash at the moment
  - Disc
  -  Motion: Rollover the CD accounts
    - Moved: Savannah, Seconded: Val
    - Yea: All, Nay: 0
    - Motion: Passes; details to be discussed at Executive
- Trailer Purchase
  - The foundation has been using Bones' trailer
  - Steve would like to see the foundation own a trailer
  - Bones will sell his trailer for \$350
    - It will need some repairs and renovations (a couple hundred)
    - Repairs considered, the overall cost still seems to be a good deal
  -  Motion: Purchase trailer for \$350
    - Moved: Val, Seconded: Savannah
    - Yea: All, Nay: 0
    - Motion: Passes

### Discussion Items

- Event cleanup hire
  - Larry has hired a couple people to help clean-up at farmer's market
  - Contracted employees (not payroll)
- Trash co-op rates
  - It's supposed to be ran at-cost, currently runs at a deficit
  - Recommending a 20% increase– which reduces the deficit, but still does not close it

- We will increase the rate by 20% and send out invoices ASAP
    - It's been at least 3 years since the last rate increase
  - Bike parking for events
    - Larry got a contract (\$1) with Scott Cutler to create bike parking at 4th & Railroad property
  - Puzzle fundraiser
    - Val has ran it a few times now, most recent one continued to be very well attended
    - Free at the activity center
    - Next steps:
      - Contact activity center to see what their schedule looks like
      - Pick a date that gives enough time to promote the event (2-4 weeks ahead of time)
        - Look at doing it on Mondays
      - Could do BYOD, but must get approval from the city to do so at the activity center
        - They require specific dates
        - New city portal for permits is pretty easy
  - Clean-up activity rescheduled for this coming Thursday, April 30 at 5PM

## Reports

- Executive Director
  - MSI Awards are next Thursday
  - MSI workshop is emphasizing advocacy and better storytelling through social media
  - Moving May board meeting to: Wednesday, May 27
- Event & Marketing Manager
  - Marketing Campaigns
    - HGTV promotions
    - Channel 5 "We Are Iowa TV", bimonthly TV spots
    - Sponsoring weather report
  - 105 farmer's market vendors, which is normal
  - Cinco de Mayo
    - Finalizing logistics of events
    - Decorations are bought and ready to go
  - Art Fest: 50 vendors
    - \$2k from Polk County remains for this
  - Vintage: 20 vendors
  - Pride: 19 vendors
    - Also are doing a booth and float at Capital City Pride
    - [Larry is seeking more sign-ups for Capital City Pride](#)
- Committees
  - Design
    - Proposed murals have been posted on social media
    - Globe lights: city is now asking for a change in code to have these installed permanently
  - Business Improvement: stakeholders meeting on Wednesday, May 13 at Bix & Co's at 8AM
- Other Updates
  - WDM Chamber: going to follow up with Katherine about Everett's participation

**Meeting adjourned at 6:30 PM**