

Aug 25, 2026

Attendees

- **Board:** Chloe, Felicia, Jason, Maria, Mitchell, Ryan, Savannah, Steph, Susan, Todd, Val, Vicky
- **Staff:** Larry, Steve
- **Other:** Fanette (City Council), Brad (City Staff), Everett (WDM Chamber)

Notes

Consent agenda

-  Motion: Approve consent agenda
 - Moved: Todd, Seconded: Chloe
 - Yea: All, Nay: 0
 - Motion: Passed

Action Items

- Staff Reviews: Executive committee will conduct staff reviews at next meeting and bring recommendations to board for vote (probably September)
- Operating Fund and Public Art Fund CDs
 - Jason is recommending to renew Veridian \$200k 9 month CD
 -  Motion: Approve 9 month CD at 4.25%
 - Moved: Felicia, Seconded: Steph
 - Yea: All, Nay: 0
 - Motion: Passed
-  Motion: Close Light Valley Junction account
 - Moved: Felicia, Seconded: Steph
 - Yea: All, Nay: 0
 - Motion: Passed

Discussion Items

- Puzzle night fundraiser
 - Scheduled for October 13 at The Winchester
 - Can accommodate 10 tables of 4 (40 people)
- Shared sprinkler system
 - City Finance met to discuss the system
 - A proposal was put forth where the city takes over as operator
 - Fanette and Greg Hudson were in attendance
 - Would require a 3-2 vote to pass at council
 - 12 of the 14 property owners have signed on to the agreement
 - The proposal needs to go back to Finance and Administration because it was a split vote, therefore it is **not** ready to go to council.
 - Fanette requests that the proposal go back to F&A for further discussion and a new vote
- **October 9** mural celebration
 - All easements are signed
 - Expect invitations to the mural “ribbon cutting” celebration
 - There will be a number of enabling stakeholders present, including Microsoft, BRAVO, and City Council
 - The “ribbon cutting” is *not* a public event

- [Fall Gallery Night](#) will follow

Reports

- Executive Director
 - Sep 2: MSI video call with economist studying downtown revitalization benefits
 - St. Kilda business has been sold, Steve will meet with them soon
 - Intend to keep the name, staff, and offerings for the time being
 - New owner of Penrod's barbershop– will remain a barbershop with plans to update it and bring in more barbers
 - Plans to be opened by last farmer's market
- Event & Marketing Manager
 - Music in the Junction
 - Down \$40k in sales, likely will stay here through the end of the season
 - Attendance and alcohol consumption are down
 - Sip and Shop moved up a week (Oct 15, 22, 29 from 4-7pm)
 - Maizy is approved to help with social media marketing
 - Has a plan put together through the end of the year
 - Largely short-form video; focusing on Tiktok
 - Social media engagement is generally trending upwards
- Committees
 - Design: Globe lights will be going up shortly
 - Business Improvement: New business visits on Sep 2
 - Promotions: Outsourcing social media responsibilities from Larry to Maizy
- Other Updates
 - City
 - Property Improvement Fund and Regulatory Compliance Fund deadlines are this Friday (Aug 28)
 - WDM Chamber
 - Looking for mentors for the [Mentoring for Women event on Sep 9](#)
 - Steve would like September's board meeting to be moved to September 29

Meeting adjourned at 6:17 PM