Dec 16, 2025

Attendees

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

Notes

Consent agenda

- 🗳️ Motion: Approve consent agenda
  - Moved: Meredith, Seconded: Mitchell
  - Yea: All, Nay: 0
  - Motion: Passed

Action Items

- Board & Officer Elections
  - 2 applicants, 3 expressed interest
    - Todd Kolbe (Spice and Tea)
    - Maria Abbas
    - Amanda Salizar (vendor?)
  - Todd and Maria recommended by nominating committee
  - Currently 12 members; 13 max
  - Meredith recommends a consistent approach to announcements dates and application standards
  - 🗳️ Motion: Add Todd and Maria
    - Moved: Val, Seconded: Susan
    - Yea: All, Nay: 0
    - Motion: Passed
- Officer Elections
  - Nominating committee recommends…
    - President: Susan
    - Vice President: Chloe
    - Treasurer/Past President: Jason
    - Secretary: Mitchell
  - 🗳️ Motion: Susan for President
    - Moved: Steph, Seconded: Val
    - Yea: All, Nay: 0
    - Motion: Passed
  - 🗳️ Motion: Chloe for Vice President
    - Moved: Val, Seconded: Susan
    - Yea: All, Nay: 0
    - Motion: Passed
  - 🗳️ Motion: Jason for Treasurer
    - Moved: Meredith, Seconded: Vicky
    - Yea: All, Nay: 0
    - Motion: Passed

- 🗳️ Motion: Mitchell for Secretary
    - Moved: Steph, Seconded: Vicky
    - Yea: All, Nay: 0
    - Motion: Passed

Discussion Items

- MSI Award Nominations
    - Takes place night of first MITJ (May 7)
    - 2 years of awards to look at
    - Leadership Award is not competitive; so all main streets can nominate
    - Nominations are due in February
        - We should figure out our nominations by end of January
        - Choose competitive awards to pursue carefully; don't pursue too many at the same time as the applications can be time consuming
    - Competitive awards: we're going up against other MSI programs
        - Facade Improvement
        - Building Rehab
        - Housing Project
        - Placemaking
        - Special Event
            - MITJ/Farmer's Market have never been nominated for an MSI award (300 block + kids area are notable improvements)
        - Business Support
        - Business Recruitment

Reports

- Executive Director
    - BRAVO placemaking grant money ($50k)
        - To go towards 5 murals in 2026
        - A charitable WDM company is matching the grant money 2:1
        - $50k + $104k = $154k total amount for the project
    - Hotel Motel Funds
        - For orgs with annual reports, they no longer have to present/compete for funding
        - 3 year commitment
        - We're being awarded $
    - Desmond CPA can provide accounting services for about a third the cost of Profit Consultants
        - Steve will switch to them; they're also local
- Event & Marketing Manager
    - Weather has been poor for events
- Committees
    - Promotions
        - T-shirts were done
        - Lots of new apparel in stock
- Other Updates
    - City
        - Aiming to have PUD that covers 5th Street approved in April

Meeting adjourned at 6:18 PM