Jan 27, 2026

Attendees

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

Notes

Consent agenda

- 🗳️ Motion: Approve consent agenda
    - Moved: Steph, Seconded: Jason
    - Yea: All, Nay: 0
    - Motion: Passes

Action Items

- 2026 Bank Account Signatories
    - Currently Steve, Steph, Jason, Felicia
        - Need to add Susan
        - Steve recommends keeping Steph on
    - 🗳️ Motion: Approve the revised slate of signatories (Steph, Jason, Susan, Steve)
        - Moved: Felicia, Seconded: Todd
        - Yea: All, Nay: 0
        - Motion: Passes
- 2026 Budget
    - Cinco and Junction Street Party are on the chopping block
    - First MITJ could be a proxy for Cinco (May 7, 2026)
        - Proposal to group it with the first MITJ instance of the year
        - Larry is working with Vince to plan how to work in the Cinco performances into MITJ
        - Vince has said that the Tony Valdez Big Band is getting ready to start playing again, would be a good band to headline the event
        - We should use this year's combination as a test to see
        - Possible benefits to trying this:
            - First Farmer's Market is usually very popular and busy
            - Could help expose more attendees who wouldn't normally attend Cinco to the events and cultural celebration
            - Consolidates volunteer time and effort
    - Junction Street Party
        - Requires a lot of volunteer effort
        - Too close to another MITJ instance
    - Sprinkler Issue
        - Not budgeting for it
        - City is continuing to investigate solutions
        - Steve would like to see us reimbursed for our continuation to cover of payments
    - Beer price: exec will be looking at prices
    - 🗳️ Motion: Approve 2026 budget
        - Moved: Jason, Seconded: Felicia
        - Yea: All, Nay: 0

        - Motion: Passes

Discussion Items

- Board Commitment and Conflict of Interest Forms
- Main Street Iowa Award Nominations
    - Steve recommends nominating Darlene for volunteer award
    - MITJ for event award
    - Due on Feb 13
    - Awards are on May 7 at Val Air
- Sponsorship Committee
    - This is a proposal for a new committee
    - Committee needs to look at events that don't receive sponsorships (like Art Festival)
    - Focus on fundraising and getting/retaining sponsors
        - Fundraising events: should they be for a specific, tangible project or general funding?
    - Todd and Maria are interested to help
    - Susan will follow up with Todd and Maria about formalizing the committee

Reports

- Executive Director
    - We will be receiving significant money from BRAVO and Microsoft grant to fund placemaking art in the walkways which can include murals, lighting, and possibly water features (seating is not eligible)
        - We will use the same process we used for the 200 block mural to select the artists and designs
        - Our art selection process will need to add a public input stage because of the funding sources
- Event & Marketing Manager
    - Farmer's Market applications are doing well
        - Not a lot of actual farmers have been applying
    - We should continue to evaluate how to diversify our income streams for Farmer's Market and MITJ
        - THC drinks aren't going to be feasible this year
- Committees
    - Business Improvement
        - Taking place next Tuesday
    - Promotions
        - Seeking somebody with more passion and interest in ongoing social media

Meeting adjourned at 7:06 PM