

Board of Directors/Executive Committee Meeting

Wednesday, April 23, 2025

8:30 a.m. - 10:30 a.m.

Midtown Association, 1401 21st Street, Unit A

AGENDA

I. Call to Order (8:30 a.m.)

Meredith

- A) Establishment of Quorum - Rollcall (*14 of 27 BOD members required*)
- B) Midtown Mission Statement & Priorities
- C) Birthday Recognitions

II. President's Report (8:40 a.m.)

Meredith

- A) **Action:** Approve Two Point 4 Dance Theatre as Artist of the Year and Department of Public Works as Partner of the Year
- B) **Receive and File:** Actions taken by Executive Committee
- C) **Discussion:** Sponsorship Recognition
- D) **Discussion:** New Business Welcome

III. Consent Calendar (8:50 a.m.)

Meredith

- A) **Action:** Approve January 2025 Minutes
- B) **Action:** Appoint Blair Braud, Golden One to the Midtown Parks Board of Directors
- C) **Action:** Appoint Phil Pluckebaum as a voting member of MA Board of Directors
- D) **Action:** Appoint Phil Pluckebaum (City of Sacramento) and Steve Johns (Sutter Health) to the Executive Committee
- E) **Action:** Approve Annual Assessment increase for Midtown/Alhambra PBID at 3%
- F) **Action:** Appoint Lease Subcommittee including Beth Hassett, David Heitstuman, and Laura Lewis
- G) **Action:** Appoint Nominations Committee including Marisa Meredith, Laura Lewis, Nikky Mohanna, Steve Johns, and Scott Rasmussen

IV. Executive Director Report (9:00 a.m.)

Baime Michaels

- A) **Discussion:** 2025-2030 Strategic Plan – Q1 District Dashboard
- B) **Discussion:** 16th Street Renewal

V. Board Workshop (9:45 a.m.)

- A) **Priority Area:** Clean & Safe (Increase Safety and Increase Pride)

- **Presentation:** Weave
- **Presentation:** SacPD Update
- **Presentation:** Security Services

Hassett
Heinlein/Harrington
Parker

- B) **Priority Area:** Communications

- **Presentation:** 2025 DEIS Initiatives

Marchese

- C) **Priority Area:** Events

- **Presentation:** 2025 Second Saturday
- **Presentation:** MFM New Season, New Block

Marchese
Lepe-Jones



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VI. Closing Comments (10:25 a.m.)

A) Discussion: Midtown Love Fundraiser

Meredith

VII. Public Comment (*Limited to 3 minutes regarding items not on the agenda*)

Next BOD Meeting – Wednesday, April 23rd, 8:30 a.m. – 10:30 a.m.
Midtown Association, 1401 21st Street, Unit A

Public comment will be taken on each item before the Board takes action on the item. BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Adam at 916-442-1500 at least 48 hours prior to the meeting. NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors.



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