

Board of Directors/Executive Committee Meeting

Wednesday, January 28, 2026

8:30 - 10:30 a.m.

Midtown Association

1401 21st Street, Unit A, Sacramento, CA 95811

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) Welcome New Staff
 - D) Birthday Recognitions
- II. **President's Report (8:35 a.m.)** Meredith
- A) **Receive and File:** Actions taken by Executive Committee
 - Q4 2025 Financials
 - B) **Discussion:** Sponsorship Recognition
 - C) **Discussion:** Grant Recognition – SMUD – Small Business Partnership
 - D) **Discussion:** New Business Welcome
- III. **Consent Calendar (8:45 a.m.)** Meredith
- A) **Action:** Approve October 2025 Minutes
 - B) **Action:** Appoint Maraskeshia Smith, City Manager, to the Midtown Association Board of Directors as the City of Sacramento representative
- IV. **Executive Director Report (8:50 a.m.)** Baime Michaels
- A) **Discussion:** 2025 – 2030 Strategic Plan – Q4 2025 Dashboard
 - B) **Discussion:** 2026 Midtown PBID Renewal Update
- V. **Board Workshop (9:30 a.m.)**
- A) **Priority Area – Events (Activate the District)**
 - **Action:** Review Midtown Farmers Market 2040 Plan, current regulation challenges, and authorize the Executive Director to negotiate and spend NTE \$80K for the design and construction for bollards Lepe Jones/Sawasy
 - B) **Priority Area – Advocacy (Increase Influence and Economic Performance)**
 - **Presentation:** County of Sacramento Update Villanueva
- VI. **Closing Comments (10:15 a.m.)** Marchese
- A) **Discussion:** 41st Anniversary Party
- VII. **Public Comment** (*Limited to 3 minutes regarding items not on the agenda*)

Next BOD Meeting – Wednesday, April 22nd, 8:30 – 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.

