

# HISTORIC **FOURTH** AVENUE

## FOURTH AVENUE MERCHANTS ASSOCIATION

### BOARD OF DIRECTORS' MEETING

#### AGENDA

Thursday, September 18, 2025

11:00 am – 2:00 pm

In-Person (FAMA Office)

- I. **Call to Order:**
- II. **Approval of Minutes:** Board Meeting – June 12, 2025, Minutes (Recap) of Board Retreat – August 14, 2025.
- III. **Monthly Financial Review and Approval:** June, July, August 2025
- IV. **Executive Director Report:**
  - a. **Merchant Forum** (The Avenue Exchange Event)
  - b. **TPD Staffing Update**
  - c. **FAMA Staff Update**
  - d. **FAMA House Punch List**
  - e. **Marketing & Advertising**
    - i. Ads
    - ii. Social Media
    - iii. Website Refresh
  - f. **25/26 Calendar of Events:**
    - 1. October 4<sup>th</sup>: Children's Entrepreneurial Market
    - 2. October 26<sup>th</sup>: Trick-Or-Treat the Avenue (11a-2p)
    - 3. December 12-14: Winter Street Fair
      - a. Fire Marshall Update
    - 4. March 8, 2026: Pets of Pima Parade
    - 5. March 20-22, 2026: Spring Street Fair
- V. **Call to the Public (Public Forum):** Each speaker will be allowed up to 3 minutes to address the Board, with a total of 30 minutes allotted for public comment.

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*\*The Board of Directors will now move into Executive Session for the purpose of Board discussions and consideration of action items.*

## **VI. 2025 FAMA Board Retreat Review and Action Steps:**

### **a. Forming Committees**

### **b. Strategic Initiatives:**

- i. Strategic Initiative #1: Expand the opportunities for managing events
- ii. Strategic Initiative #2: Find partners to provide PAM and other services/functions to the merchants and FAMA in the future
- iii. Strategic Initiative #3: Advocate in support of 4th Avenue as part of downtown Tucson and the greater community.
- iv. Strategic Initiative #4: Revitalize the organization so that it once again has active merchant and community involvement that will generate sufficient funding.
- v. Strategic Initiative #5: Build and enhance the role of the Board of Director's to ensure growth and planned succession, guidance, oversight and active involvement.

### **c. 2025/2026 Budget Approval**

## **VII. WaFd Investment Account Renewal Vote**

## **VIII. Future Meetings:**

- a. Board Meeting – October 9, 2025, 11:00 am – 2:00pm (FAMA Office)
- b. Board Meeting – November 13, 2025, 11:00 am – 2:00pm (TBD)
- c. Board Meeting – December 11, 2025, 11:00 am – 2:00pm  
(Reschedule?)
- d. Board Meeting – January 8, 2026, 11:00 am – 2:00pm (TBD)
- e. Board Meeting – February 12, 2026, 11:00 am – 2:00pm (TBD)

## **IX. Adjournment:**