

HISTORIC **FOURTH** AVENUE

FOURTH AVENUE MERCHANTS ASSOCIATION BOARD OF DIRECTORS' MEETING MINUTES

Thursday, September 18, 2025

11:00 am – 2:00 pm

In-Person (FAMA Office)

- I. **Call to Order:** Daniel called the meeting to order at 11:11am. Susan, Daniel and Bruce were present. John ran behind and joined the meeting at 11:30. David was absent.
- II. **Approval of Minutes:** Board Meeting – June 12, 2025, Minutes (Recap) of Board Retreat – August 14, 2025.
 - a. Bruce motioned to approve the minutes and recap, Susan seconded. Motion carried.
- III. **Monthly Financial Review and Approval:** June, July, August 2025.
 - a. Bruce commented that looking at total PAM expenses were over \$100,000 with inclusion of payroll. Bruce also acknowledged that we are accumulating money in the bank in (CDs) and if needed suggested we could use some of it. Daniel suggested that we discuss how to spend the financials under executive session later in the meeting.
 - b. Bruce motioned to approve the financials, Susan seconded. Motion carried.
- IV. **Executive Director Report:**
 - a. **Merchant Forum** (The Avenue Exchange Event): Casey reported that it was a first-time event without an agenda. Approx. 10 people attended. This event will take place every 2nd Tuesday from 9am-10am.
 - b. **TPD Staffing Update:** Casey reported that TPD came back and after offering to pay for overtime officers, said they could no longer afford to do this. Casey asked them to report back to the merchants.

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- c. **FAMA Staff Update:** Casey reported that she has hired a part-time contractor to assist with event coordination. At this time, Casey requested budget approval so she knows what resources she has to fill positions.
 - d. **FAMA House Punch List:** Casey asked John for an update on the punch list for the FAMA House remodel. John said he is having a hard time finding contractors and is hoping a timeline for completion can be established by the end of the month.
 - e. **Marketing & Advertising:** Casey reported that she has been focused on advertising the district and other events. Casey has heard from some merchants that business is up.
 - i. Ads: several advertisements for the district have been circulating.
 - ii. Social Media: strong presence on social media
 - iii. Website Refresh : No update provided
 - f. **25/26 Calendar of Events:** Casey gave a brief update on upcoming events.
 - 1. October 4th: Children's Entrepreneurial Market
 - 2. October 26th: Trick-Or-Treat the Avenue (11a-2p)
 - 3. December 12-14: Winter Street Fair
 - a. Fire Marshall Update: Daniel gave an update pertaining to the Fire Marshall appeal. We were given temporary approval for the Winter Fair and have hired Schneider engineering for a stamped engineering plan for Spring 26 fair.
 - b. Casey reported that there will be a loss in revenue and an increase in expenses for this fair.
 - 4. March 8, 2026: Pets of Pima Parade: Casey is changing the parade route and has been working with Sunlink.
 - 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. – No one outside of the Board present attended the meeting.

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**The Board of Directors moved into Executive Session for the purpose of Board discussions and consideration of action items.*

- VI. Adjournment:** Bruce motioned to adjourn at 1:53pm, John seconded. Motion carried.