

**Main Street Business Alliance
Board of Trustees Meeting
JULY 25, 2023 4:00 PM @ HACPAC**

AGENDA

- 1. Chairman's Comments**
 - a. Open Public Meetings Act
 - b. Welcome MSBA Trustees & Attendees
 - c. Rollcall
 - d. Update on Block Ambassador Program
 - e. Welcome Executive Director
- 2. Administration Review & Approvals**
 - a. Minutes of June 27, 2023 board meeting
 - b. Treasurer's Report
 - c. Review of Bills to be Paid
- 3. Guest: Brett Ressler MS* CSCS* PES* -Head Football Coach - Hackensack High School**
 - a. Quick Update to the Board
- 4. Executive Director's Report**
 - a. Update on Strategic Plan & Last Board Meeting Survey
 - b. Review: Lunch Under The Sun
 - c. Marketing, PR, & Communications Update
 - d. Update on Strategic Partnerships
 - e. Board Discussion: A view of Main Street
- 5. Creative Placemaking**
- 6. Visual Improvements Committee**
 - a. Storefront Façade Program Update
- 7. District Events**
 - a. Events Update (July 4th Beer Garden, Dinner Under the Stars, Sactoberfest, etc.)
- 8. City of Hackensack**
 - a. Monthly Update
- 9. New Business**
- 10. Adjournment**