



DDA ACTION SUMMARY SHEET

MEETING DATE: August 18, 2026

TOPIC Travel – America in Bloom

BACKGROUND

We have joined the America in Bloom organization in the present year to build our national brand for grant and other opportunities. They host an annual symposium. This year the event is being held in Washington D.C. September 24-26, 2026.

We have applied for several award categories, and have been asked if our Director is attending as they are interested in him joining several strategic plan discussions in break out events and meetings. This would be a good brand effort as well as an educational resource.

We have \$4500 budgeted in training, which is generally reserved for Main Street Now. However, the next MSA event is in Detroit, which will substantially reduce our budget exposure. We can afford this, and attendance by the Director is at the discretion of the Board.

Estimated cost:

Symposium Registration	\$375
Lodging	\$344
Airfare	\$680
Miscellaneous	\$100
Total Estimate	\$1499.00

RECOMMENDED MOTION: Allow Matthew Gibb to attend the America in Bloom Symposium September 24-26, 2026 at a cost not to exceed \$1500 payable from GL 248-260-957-000 Education and Training.