

Mayor
Lois Wynne
Mayor Pro Tem
Jeff Chedester
Council Members
Ray Madrigal
Eddie Neal
William Siegel



**Parking and Business
Improvement Area**

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Staff Report

ITEM NO. 4-5

To: Lemoore City Council
From: Judy Holwell, Project Manager 
Date: April 1, 2015 **Meeting Date:** April 7, 2015
Subject: Downtown Business Owners Request Policy Change to the
Downtown Merchants Advisory Committee

Discussion:

As you know, on December 31, 2014, the terms of all board members on the Downtown Merchants Advisory Committee (DMA) expired. To date, no one has applied to fill those vacancies. Recently, a group of concerned Downtown Lemoore business owners met to discuss the future of the DMA. Everyone agreed that they want to see Downtown prosper and that they want to be a part of the solution. Many at the meeting have served on the Committee previously, and all agreed that they would be willing to serve again. However, certain policy changes that were put in place by Council a few years back cause much concern for these business owners – specifically, having to meet in the Council Chamber and having the meetings recorded. Attached is a letter signed by nine Downtown business owners indicating their desire to serve on the Committee, if the two stated caveats are dismissed. The meetings would still be agendized and open to the public, and minutes would be posted.

Section 3-2-5 of the Lemoore Municipal Code, states that an Advisory Committee consisting of nine (9) Members shall be appointed by the Mayor with the concurrence of the City Council for a term of one year, to serve at the pleasure of the Mayor and City Council, and that said Members are to be persons who own or are employed in businesses within the Parking and Business Improvement Area (PBIA). Additionally, in March 2008, Council approved Resolution 2008-08 stating that the Committee shall consist of a minimum of five (5) Board Members and a quorum shall be a majority of Board Members actually on the Committee as recognized by the Mayor.

The DMA Committee advises Council on expenditures of the PBIA. The source of funding is derived from the doubled portion of the business license that is charged to all Downtown businesses. Those funds are required to be used in the Downtown area and if not

expended within the budget year, the funds carryover to the next fiscal year. Funds are used to pay for items such as, Downtown music, landscape maintenance, marketing, streetlight banners, beautification projects, and other agreed upon improvements in the Downtown area.

Budget Impact:

None.

Recommendation:

It is recommended that Council review the letter presented by the Downtown business owners and consider relaxing the requirements that mandate all City committees meet in the Council Chamber and that all meetings are recorded.



Downtown Lemoore

MERCHANTS ASSOCIATION

March 31, 2015

Lemoore City Mayor and
Lemoore City Council Members

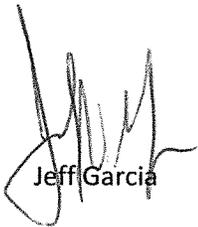
Re: Downtown Merchants Advisory Committee

To whom it may concern:

We, the under-signers, would like to re-form the Downtown Merchants Advisory Committee by appointment of the council. We are all interested in seeing this committee prosper and seeing our double downtown business license go towards the improvement of our downtown. However, we are asking the council to dismiss the caveats of having our meetings recorded and in council chambers. We would prefer to have our meetings at the Chamber of Commerce office quarterly, redefine our goals, and act more as an advisory committee. We would still offer our meeting agendas and minutes to be posted and would be willing to report to the council on our outcomes.

Should you be willing to dismiss those two items, we will submit all our applications the next day. Thank you for your consideration and we look forward to the future of downtown Lemoore.

Sincerely,



Jeff Garcia

JR Magnia



Michael Daniel



John Miller



Chris Brazil



Shelby Robbins

Rosemary Rodriguez



John Pereira



Araceli Negrete