

# **DOWNTOWN MERCHANTS ADVISORY COMMITTEE**

## **Regular Meeting**

**Depot – 300 “E” Street**

**Wednesday, January 12, 2011 – 6:15 p.m.**

## **AGENDA**

### **CALL TO ORDER:**

### **DISCUSSION / ACTION ITEMS:**

- 1. Approve Minutes of Meeting Held December 15, 2010**
- 2. Appointment New DMA Member – Michael Daniel, Artistic Designs Hair and Nails**
- 3. Checking Account – Status of New Account**
- 4. Downtown Coordinator Position**
- 5. Calendar 2011 Events**
- 6. Street Party – March 19, 2011**
- 7. Downtown Way-Finding Signage**
- 8. Bylaws**

### **Other Business:**

### **Public Comments and Inquiry:**

### **Adjournment:**

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Any writings or documents provided to a majority of the Downtown Merchants Advisory Committee regarding any item on this agenda will be made available for public inspection at the City Clerk's Counter at City Hall located at 119 Fox Street, Lemoore, CA during normal business hours. In addition, most documents will be posted on the City's website at [www.lemoore.com](http://www.lemoore.com).

## **CERTIFICATION OF POSTING**

I, Kristie Baley, Redevelopment Assistant, for the City of Lemoore, do hereby declare that the foregoing agenda for the Lemoore Downtown Merchants Advisory Committee regular meeting of Wednesday, January 12, 2011 was posted on the outside bulletin board located at City Hall, 119 Fox Street on Friday, January 7, 2011 at 2:30 p.m.

  
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Kristie Baley / Redevelopment Assistant

DOWNTOWN MERCHANTS ADVISORY COMMITTEE

**MINUTES OF DECEMBER 15, 2010 MEETING**

**MEMBERS PRESENT:** Michele McGee, Gary Ramos, Chris Brazil, John Miller, Lee Williams, John Pereira

**MEMBERS ABSENT:** Kay Dill, Nicolette Mangini

**OTHERS PRESENT:** Linda Ramos, Judy Holwell, Kristie Baley

**CALL TO ORDER:** Chairman, Michele McGee, called the meeting to order @ 6:20 PM

**APPROVE MINUTES OF MEETING HELD OCTOBER 13, 2010:**

Chris Brazil motioned to approve minutes. Gary Ramos seconded the motion. There were none opposed. Minutes approved.

**NOVEMBER 10, 2010 MEETING SUMMARY**

There were not enough members present to form a Quorum November 10, 2010. Michele McGee summarized the discussion for committee members that were absent.

**REVIEW PBI EXPENSE ACCOUNT**

The Committee reviewed the expenditures thus far and accepted to the current balances.

**APPROVE SLUSH FUND EXPENDITURES**

Chris motioned to approve the withdrawal for redeemed Downtown Bucks. John Miller seconded the motion. There were none opposed. Expenditure approved. Chris will contact Maureen to notify all businesses to redeem Bucks at the Chamber office and ask if the Bucks have an expiration date. Next year the Chamber must get approval for withdrawal prior to distributing Bucks.

**STREET PARTY – MARCH 19, 2011**

John Miller suggested a Saint Patrick's Day Theme. Restaurant and food vendors prohibited. Booth fee for Downtown Businesses will not be required. Table further discussion until a Downtown Coordinator is hired.

**DOWNTOWN COORDINATOR POSITION**

Agreement with the Chamber states that at least one DMA member is required to sit on the interview committee. Chris Brazil and Michele McGee volunteered. There were none opposed. They will review duties of the Coordinator position and ask Maureen to post the position in the kiosks and at the Chamber Dec. 17 – 31, 2010. Interviews will take place in the evenings the first week of January. Judy Holwell suggested that the Committee appoint a new Coordinator at the next meeting; partly because the unused funds allocated for the Coordinator's salary do not carry over to the next year.

## **COMMITTEE VACANCY**

Michael Daniel submitted a letter of interest. The letter will be presented at the December 17, 2010 City Council meeting.

## **CHECKBOOK - MOVE ACCOUNT, SIGNERS**

John Pereira motioned to appoint Michele McGee and Chris Brazil as signers. John Miller seconded the motion. Anything over \$250 requires two signatures. Lee Williams motioned to move the account to Fast Federal Credit Union, Lemoore. John Miller seconded the motion. There were none opposed. Request approved.

## **BYLAWS**

Michele suggested that the Bylaws expand on chapter 3-2-5 of the Lemoore Municipal Code. Discussion tabled until the next meeting.

## **OTHER BUSINESS**

John Miller suggested that the Committee tie the May Street Party in with Homecoming.

Events suggested for 2011 included an antique fair, car show, Cinco de Mayo celebration, shopping & spirits night, Christmas in July, treasure hunt, summer sidewalk event, salsa-tasting contest and October Fest. The Pizza Festival should be at the City Park this year. Invite Clayton Clark to the events. John Pereira suggested that the members brainstorm and calendar added events at the next meeting.

John Pereira expressed the need for more communication with the Chamber concerning vendors and suggested that they not be allowed on the street during DMA events. John Miller suggested that the DMA providing funds ordinarily received from vendors to the Chamber might prevent this problem.

Chris Brazil suggested that the Committee discuss Downtown way-finding signage at the next meeting.

John Pereira suggested that the Committee brainstorm Passport ideas for Holiday events next year. Counting number of Santa's or coins will keep the public in stores longer. Establish a minimum age requirement for Passport participants. Young children are liable to damage store items if left unattended.

Chris Brazil questioned the status of the proposed City entrance signage. Judy Holwell explained that this is a priority.

Chris Brazil suggested combining the Tree Raising, Christmas Parade and Tree Lighting events in 2011.

## **PUBLIC COMMENTS AND INQUIRY**

None

## **ADJOURNMENT**

With no other business to discuss, the meeting adjourned at 7:47 p.m. The next meeting scheduled is January 12, 2011 at 6:15 p.m.