

**DOWNTOWN MERCHANTS ADVISORY COMMITTEE
COUNCIL CHAMBERS – 429 “C” STREET
Special Meeting
Wednesday February 20, 2013 – 8:00 a.m.**

AGENDA

CALL TO ORDER:

Public Comments and Inquiry (Limited to 3 minutes per person):

Discussion / Action Items:

1. Administer Oath of Office – New Members
2. Election of Officers
3. Determine Monthly Meeting Time/Day
4. Length of Terms (2 yrs)
5. Approval of Minutes – November 14, 2012
6. Fast Credit Union – Financial Update
7. Fast Credit Union Account – Appoint Signers
8. PBIA – Financial Update
9. Downtown Music Options
10. Downtown Bucks – Merchants Notice and Signage
11. Holiday Stroll
12. Depot Ramp
13. Trees
14. Sign Ordinance – Meeting January 17th

Other Business:

Adjournment:

Notice of ADA Compliance: If you or anyone in your party needs reasonable accommodation to attend , or participate in any Downtown Merchants Advisory Meeting, please make arrangements by contacting the Lemoore Chamber of Commerce office at least 24 hours prior to the meeting. They can be reached by calling 924-6401 or by mail at 300 “E” Street, Lemoore, CA 93245.

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.

CERTIFICATION OF POSTING

I, Brenda Martin, Downtown Coordinator for the City of Lemoore, do hereby declare that the foregoing agenda for the Lemoore Downtown Merchants Association Special Meeting of Wednesday February 20, 2013 was posted on the outside bulletin board located at City Hall, 119 Fox Street by 8:00 a.m. Tuesday, February 19, 2013.

Brenda Martin, Downtown Coordinator

Minutes of a Regular Meeting of the
Downtown Merchants Advisory Committee
November 14, 2012

ATTENDANCE:

Vice Chairman: Michael Daniels, Committee Members: Mari Jones, Paul Jones, Mayra Picazo, Deborah Romerosa, Project Manager: Judy Holwell, City Clerk: Kristie Baley

ABSENT:

Chairman: Chris Brazil, Committee Members: John Miller, Jose Luis Leon

PUBLIC COMMENT AND INQUIRY:

None.

INTRODUCTION OF MEMBERS:

Introduction of Committee Members.
Overview of Committee Members' responsibilities.

REVIEW OF ADMINISTRATIVE POLICY:

City Clerk Baley reviewed the City's Administrative Policy with the committee.

ADMINISTER OATH OF OFFICE:

City Clerk Baley administered the Oath of Office to all Downtown Merchants Committee Members in attendance.

APPROVAL OF MINUTES:

It was moved by Committee Member Michael Daniels, seconded by Committee Member Deborah Romerosa, and carried that the Committee approve the Minutes of November 14, 2012.

Ayes: Mari Jones, Paul Jones, Mayra Picazo, Deborah Romerosa, Michael Daniels

FAST CREDIT UNION REPORT:

Ending balance for the month of October was \$9,244.69.
The Downtown Merchants' "Slush Fund" account was explained by Project Manager Holwell as an account where fundraising and event money is deposited and used to pay for items, such as event start-up costs, until such time the expenditures are reimbursed from the PBIA account. The slush funds can also be used for other items approved by the Committee Members for the good of the Downtown Area.

PBIA BUDGET:

The Parking and Business Improvement Area (PBIA) account was explained by Project Manager Holwell as the fund in which the City deposits one-half of the business license fees received from all businesses located in the Downtown Area (The centerline of

Lemoore Avenue west to the centerline of Hill Street, and the centerline of B Street north to the centerline of the railroad.) The PBI A Expenditure Audit Trail lists all items paid from the account . The Fiscal Year is July 1 – June 30. Every check written from the PBI A account is approved by City Council first.

HISTORIC SIGNAGE:

It was moved by Committee Member Michael Daniel, seconded by Committee Member Mari Jones and carried that the committee approve to pay \$450.00 to have Cotta Fence Co. replace sign posts on the historic sign located on 19th Avenue near the Lemoore Sports Complex.

Ayes: Mari Jones, Paul Jones, Mayra Picazo, Deborah Romerosa, Michael Daniels

STREET PARTY WRAP-UP

The following items were discussed regarding the Downtown street parties: Lighting needs to be improved at the arbor for future events, more food vendors, more tables and chairs, complaints were received regarding the bounce house – pricing and age separation - suggested having two houses. More games for kids like bean bag toss, etc. Event liability was discussed. The City is liable for the events sponsored by the Downtown Merchants. The Chamber is liable if the event is a Chamber hosted event.

HOLIDAY STROLL:

Gingerbread House competition prize money will be paid fifty-fifty by the Downtown Merchants and the Chamber. Payout will be \$200.00 total (\$100 1st place/\$50.00 2nd place/ \$25.00 3rd place/\$25.00 voter drawing). Notification of Downtown Bucks needs to be addressed with all Downtown Merchants, listing the guidelines and providing signage to identify the merchant as a participant. A suggestion was made that the merchants would like to provide Downtown Bucks as gift certificates for their customers to purchase; Brenda will look into the possibilities with the Chamber CEO.

LENGTH OF TERMS:

Tabled.

OTHER BUSINESS:

Table/Chair ramp located at the Chamber Freight Room needs to be replaced.

Meeting with Planning Department: Scheduled for January 10 at 7:30 a.m.

ADJOURNMENT:

The meeting adjourned at 7:45 p.m.

Approved the ____ day of _____, 2013.

Chairman

Brenda Martin, Downtown Coordinator