

**DOWNTOWN MERCHANTS ADVISORY COMMITTEE
COUNCIL CHAMBERS – 429 C STREET
Special Meeting
Thursday – February 13, 2014 – 6:15 p.m.**

AGENDA

1. Call to Order
2. Public Comment – *Limited to 3 minutes per person. Please approach the speaker's microphone, state your name and address.*
3. Oath of Office – New Members
4. Election of Officers for 2014
 - a. Chairman
 - b. Vice Chair
5. Change of Meeting Day and Time – 2nd Thursday of Month @ 6:15 p.m.
6. Approval of Minutes – October 3, 2013 (Meeting December 12, 2013 – Lack of Quorum)
7. Fast Credit Union Account - Financial Update
8. PBIA Account – Financial Update
9. Downtown Events
 - a. Tuesday Night Market – Wrap up 2013 & Plan 2014
 - b. Pizza Festival – Discussion/Participation
 - c. Kings County Homecoming – Lemoore Night
10. Downtown Coordinator – Position & Funding
11. Newsletter
12. Other Business
13. Adjourn

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 City Hall at least 24 hours prior to the meeting by calling 924-6700 or by mail at 119 Fox 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, Janie Venegas, City Clerk for the City of Lemoore, do hereby declare that the foregoing agenda for the Lemoore Downtown Merchants Association Special Meeting of Thursday, February 13, 2014 was posted on the outside bulletin board located at City Hall, 119 Fox Street by 6:15 p.m. Wednesday, February 12, 2014.

Janie Venegas, City Clerk

Minutes of the Special Meeting of the
Downtown Merchants Advisory Committee
October 3, 2013

ATTENDANCE:

Chairman Paul Jones; Committee Members Danielle Bellwood and Mari Jones;
Project Manager Judy Holwell

ABSENT:

Vice-Chairman Miguel Nunez; Committee Member Trisha Longoria

PUBLIC COMMENT AND INQUIRY:

None.

APPROVAL OF MINUTES – AUGUST 14, 2013:

On motion by Member Bellwood, seconded by Chairman Jones, and carried, the Minutes were approved.

Ayes: Paul Jones, Danielle Bellwood, Mari Jones

DOWNTOWN COORDINATOR:

Brenda Martin resigned from the Coordinator position. The Committee acknowledged the good work that she performed. An average of 10 hours per week (520 hours per year) is allotted for this position and over 300 hours have already been used, most of which were for work associated with the Tuesday Night Market. It was discussed that after an accounting of the Market is complete, if the Market does not make enough money to cover all of its expenses, including the cost of the Coordinator, then the Downtown Merchants Advisory (DMA) Committee will request reimbursement from the City.

The Chamber CEO is responsible for hiring a new Coordinator. However, since the majority of the funding for this position has already been expended, she was asked to wait until the Market accounting is complete to see where we are financially. Project Manager Holwell will advise the CEO when to begin recruiting for the position.

FAST CREDIT UNION:

Financial Update – The FAST Credit Union Statement was presented to the Committee.

Appoint Signers – Chairman P. Jones was previously appointed to be a signer. On motion by Member M. Jones, seconded by Chairman P. Jones, Member D. Bellwood was appointed as an additional signer for the Committee.

Appoint Account Manager – It was discussed that an Account Manager be appointed that would have access to look at the financial records, but not have check signing or withdrawal capabilities. Chairman P. Jones will check to see if FAST would allow it.

PBIA – FINANCIAL UPDATE:

The Parking and Business Improvement Area (PBIA) Expenditure Audit Trail, detailing the account activity, was presented to the Committee by Project Manager J. Holwell.

DOWNTOWN EVENTS:

Tuesday Night Market – Chairman P. Jones reported that the Market is going well. It has been in the black since after week two. The Committee discussed extending the Market to October 15. On motion by Member M. Jones, seconded by Member D. Bellwood, the motion carried. Project Manager J. Holwell was asked to request the street closure from Council.

Scarecrow Festival – This event was suggested by Member M. Nunez during the last meeting. He discussed partnering with the schools to have classes make scarecrows and then display them in front of businesses. This item will be revisited next year.

Halloween Party / Haunted House – A Halloween Street Party to be held on October 26 was discussed. It was decided that the event would be held on Heinlen Street between D Street and E Street. Project Manager J. Holwell will request the street closure. MR BALLOONS will hold a Haunted House in the Depot freight room. A notice will be put in the City's Utility Bill.

Veterans Day Parade – The Committee, in partnership with the American Legion, will hold a Veterans Day Parade on November 11. Project Manager J. Holwell will request the street closure. A notice will be put in the City's Utility Bill.

Holiday Stroll – November 16 – The Chamber is handling the administration of this event. A notice will be put in the City's Utility Bill.

Other Events – None discussed.

VOLUNTEER NEWSLETTER/UPDATE:

There was no discussion.

OTHER BUSINESS:

None.

ADJOURNMENT:

The meeting adjourned at 7:55 p.m.

Approved this ____ day of _____, 2013.

Paul Jones, Chairman

Clerk