

**DOWNTOWN MERCHANTS ADVISORY COMMITTEE**  
**Family Eye Care – 162 West D Street**  
**Regular Meeting**  
**Thursday – March 10, 2016 – 6:15 p.m.**

**AGENDA**

1. Call to Order
2. Public Comment – *Limited to 3 minutes per person. State your name and address for the record.*
3. Approval of Minutes – January 14, 2016 (February meeting cancelled.)
4. Facebook – Presentation by Kim Batty & Discuss Continuation of Service (Garcia)
5. FAST Credit Union Account – Financial Update (Arcino/Lahodny)
6. PBIA Account – Financial Update (Holwell)
7. Muzak – Discussion (Holwell)
8. Refuse Containers Downtown – Purchase & Location (Daniel/Holwell/Miller)
9. Responsibility for Maintenance/Repairs Downtown (Brazil/Holwell/Miller)
10. Holiday Stroll – Discussion & Banner Update (Holwell)
11. Next Regularly Scheduled Meeting – April 14, 2016
12. Adjourn



Minutes of the  
Downtown Merchants Advisory Committee  
City Council Chambers – 429 C Street  
January 14th, 2016

CALL TO ORDER: The meeting was called to order at 6:20 p.m.

MEMBER ATTENDANCE: Committee Members: Chairman Chris Brazil, Gina Arcino, Jeff Garcia, Lynda Lahodny, John Miller, and Megan Walker; Project Manager Judy Holwell; Lemoore Chamber CEO Jenny MacMurdo; and Lemoore City Manager Andi Welsh;

MEMBERS ABSENT: Vice Chairman Michael Daniel; Committee Member: Marleia Newton

PUBLIC COMMENT: None

OATH OF OFFICE: All Committee Members present were sworn in for their new terms.

ELECTION OF OFFICERS: Nomination of Gina Arcino for Chairman: Motion by Lynda Lahodny, Second by John Miller, Unanimously approved. Nomination of Jeff Garcia for Vice Chairman: Motion by Chris Brazil, Second by John Miller, Unanimously approved.

TWO YEAR TERMS: Motion by John Miller, Second by Jeff Garcia – Unanimously approved the following 2-year staggered terms of DMA Committee memberships:

1 Year Term ending 12/31/2016: Jeff Garcia, Marleia Newton, John Miller, and Megan Walker

2 Year Term ending 12/31/2017: Gina Arcino, Chris Brazil, Michael Daniel, and Lynda Lahodny

APPROVAL OF MINUTES - November 12<sup>th</sup>, 2015: Motion by Lynda Lahodny, Second by Jeff Garcia, Unanimously approved.

STRATEGIC INITIATIVES PRESENTATION: City Manager Andi Welsh

COMMUNITY INVESTMENT PROGRAM (CIP) BUDGET PRESENTATION: City Manager Andi Welsh

RESPONSIBILITY FOR MAINTENANCE/REPAIRS DOWNTOWN: Judy Holwell

Chris Brazil, John Miller, and any other interested Committee members will do an assessment of Downtown trees and sidewalk conditions prior to the March 10<sup>th</sup> meeting. Judy Holwell will check Health and Safety codes to determine whether the City can require property owners to make sidewalk repairs where sidewalks represent a safety issue; and whether the City can put a lien on the property if said repairs are not made by the property owner. Jeff Garcia stated that approximately 15 years ago, a concrete company was contracted to do sidewalk repairs for many property owners throughout the City, thus doing multiple jobs for a reduced rate. There was discussion of providing some assistance to property owners for tree removal and replanting--- no consensus reached.

DOWNTOWN TREE TRIMMING RESPONSIBILITY: Judy Holwell

The City is only responsible for pruning branches that interfere with vehicle clearance and streetlights. Property owners are responsible for all other tree care.

FAST CREDIT UNION ACCOUNT: Balance in slush fund is \$6,792.80

CHANGE OF SIGNERS ON FAST CREDIT UNION ACCOUNT (urgency item added to the Agenda): Appoint Gina Arcino and Lynda Lahodny as new signers on the FAST CREDIT UNION ACCOUNT – Motion by Chris Brazil, Second by John Miller, unanimously approved.

PBIA ACCOUNT: Current Balance is \$12,825.92

FACEBOOK CONTINUING FACEBOOK / WEBSITE SERVICE FROM KIM BATTY: Approved an amount not to exceed \$300 per month for January, February, and March, 2016 to contract with Kim Batty to continue services – Motion by Lynda Lahodny, Second by Megan Walker, unanimously approved. Jeff Garcia will ask Kim to attend the March DMA meeting to tell the Committee what marketing services she can offer for \$200 and \$300 per month.

SOCIAL MEDIA PARAMETERS: The consensus was that use of social media should be limited to Downtown Lemoore's businesses, promotions and events.

MUZAK DISCUSSION (urgency item added to the Agenda): Discontinue Muzak - Motion by Chris Brazil, Second by Megan Walker, opposed by Jeff Garcia, all others in favor. Judy will call Muzak to discontinue service.

ADDITIONAL REFUSE CONTAINERS DOWNTOWN: Judy will ask the City to order 3 additional containers that are similar to the existing containers for an amount not to exceed \$600 per container, plus tax and shipping charges. Funding will be from the PBIA account. Motion by John Miller, Second by Chris Brazil, unanimously approved. Committee members need to determine locations for the placement of the new containers and whether some of the old ones need to be moved.

HOLIDAY STROLL: Chris Brazil said that not having the street banner impacted the Holiday Stroll attendance. The City needs to locate the banner. The consensus of the Committee was to move the 2016 Holiday Stroll to November 19<sup>th</sup> due to the typical second Saturday date (Nov. 12<sup>th</sup>, 2016) would be the day after Veteran's Day and the Downtown Parade.

NEXT MEETING: Thursday, March 10<sup>th</sup>, 2016 at 6:15 p.m. (No meeting in February)

ADJOURN: 8:12

PEI  
 DATE: 03/07/2016  
 TIME: 17:37:23

CITY OF LEMOORE  
 EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 1  
 AUDIT21

SELECTION CRITERIA: orgn.fund='085' expnedgr.key\_orgn='4270'  
 ACCOUNTING PERIODS: 1/16 THRU 9/16

SORTED BY: FUND,DEPARTMENT,BUDGET UNIT

TOTALED ON: FUND,DEPARTMENT,BUDGET UNIT

PAGE BREAKS ON: FUND

FUND - 085 - PBIA  
 BUDGET UNIT - 4270 - PBIA

ACCOUNT	DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
4220	OPERATING SUPPLIES									
085-4270-4270 - PBIA										
4220	OPERATING SUPPLIES									
	08/05/15	11-1				7,624.00	.00	.00	BEGINNING BALANCE	
	09/09/15	21-3						.00	POSTED FROM BUDGET SYSTEM	
	09/16/15	21-3	46753		5091 SIERRA DISPLAY,		1,859.06	.00	DEP/ SPRING BANNERS	
	10/07/15	21-4	47089		5977 GREATAMERICA FIN		.11	.00	COPIER/PRINTER	
	12/02/15	21-6	47649		5091 SIERRA DISPLAY,		2,020.46	.00	SPRING BANNERS	
	02/04/16	21-8	48242		5977 GREATAMERICA FIN		.30	.00	COPIER/PRINTER	
					5977 GREATAMERICA FIN		1.50	.00	COPIER/PRINTER	
TOTAL	OPERATING SUPPLIES					7,624.00	3,881.43	.00		3,742.57
4230	REPAIR/MAINT SUPPLIES									
	08/05/15	11-1				500.00	.00	.00	BEGINNING BALANCE	
TOTAL	REPAIR/MAINT SUPPLIES					500.00	.00	.00	POSTED FROM BUDGET SYSTEM	500.00
4310	PROFESSIONAL CONTRACT SVC									
	07/02/15	21-1	46064		5189 MUZAK		116.00	.00	JULY SERVICES	
	07/31/15	21-1	46339		5189 MUZAK		116.00	.00	AUGUST SERVICES	
	08/05/15	11-1				6,000.00		.00	POSTED FROM BUDGET SYSTEM	
	08/13/15	21-2	46487		5563 RUSTY DEROUIN		300.00	.00	JULY SERVICES	
	09/02/15	21-2	46664		5189 MUZAK		118.83	.00	SEPTEMBER SERVICES	
	09/23/15	21-3	46886		5563 RUSTY DEROUIN		300.00	.00	AUGUST SERVICES	
	10/07/15	21-4	47069		5189 MUZAK		118.83	.00	OCTOBER SERVICES	
	10/21/15	21-4	47223		5563 RUSTY DEROUIN		300.00	.00	SEPTEMBER SERVICES	
	11/05/15	21-5	47369		5189 MUZAK		118.83	.00	NOVEMBER SERVICES	
	11/24/15	21-5	47607		5563 RUSTY DEROUIN		300.00	.00	OCTOBER SERVICES	
	11/24/15	21-5	47607		5563 RUSTY DEROUIN		145.00	.00	TREE REMOVAL	
	12/02/15	21-5	47652		0298 LEMOORE CHAMBER		297.00	.00	PBIA OVERTIME/STROLL	
	12/02/15	21-5	47659		5189 MUZAK		118.83	.00	DECEMBER SERVICES	
	12/23/15	21-6	47885		5563 RUSTY DEROUIN		150.00	.00	NOVEMBER SERVICES	
	01/07/16	21-7	47982		5189 MUZAK		118.83	.00	JANUARY SERVICES	
	01/15/16	21-7	48073		5563 RUSTY DEROUIN		150.00	.00	DEC SERVICES	
	02/18/16	21-8	48408		5563 RUSTY DEROUIN		150.00	.00	PBIA DMA LANDSCAPING	
TOTAL	PROFESSIONAL CONTRACT SVC					6,000.00	2,918.15	.00		3,081.85
4320	MEETINGS & DUES									
	08/05/15	11-1				1,500.00	.00	.00	BEGINNING BALANCE	
TOTAL	MEETINGS & DUES					1,500.00	.00	.00	POSTED FROM BUDGET SYSTEM	1,500.00

\* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

PEI  
 DATE: 03/07/2016  
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CITY OF LEMOORE  
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PAGE BREAKS ON: FUND

FUND - 085 - PBI  
 BUDGET UNIT - 4270 - PBI

ACCOUNT	DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
4330										
4330						.00	.00	.00	BEGINNING BALANCE	
	08/05/15	11-1				4,000.00		.00	POSTED FROM BUDGET SYSTEM	
	12/02/15	21-5		47652	0298 LEMOORE CHAMBER		100.00	.00	PBI PRINT/COPY	
	12/29/15	21-6		47934	6080 LEE CENTRAL CALI		200.00	.00	MOBILE BANNER AD/PAW	
TOTAL						4,000.00	300.00	.00		3,700.00
4340						.00	.00	.00	BEGINNING BALANCE	
	08/05/15	11-1				.00		.00	POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
9000						.00	.00	.00	BEGINNING BALANCE	
	08/05/15	11-1				.00		.00	POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
TOTAL BUDGET UNIT - PBI						19,624.00	7,099.58	.00		12,524.42
TOTAL DEPARTMENT - PBI						19,624.00	7,099.58	.00		12,524.42
TOTAL FUND - PBI						19,624.00	7,099.58	.00		12,524.42
TOTAL REPORT						19,624.00	7,099.58	.00		12,524.42

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## DOWNTOWN RESPONSIBILITIES

<b>Activity:</b>	<b>Responsible Party:</b>
Banners on streetlight poles	City installs on or about the following dates: Spring Banners: mid-January Summer Banners: mid-May Fall Banners: early September Christmas Banners: mid-November
Banners over street	City installs as requested and as space allows.
Brick benches (decorative walls)	City responsible for repair & maintenance, as needed.
Downtown arches w/planters	City maintains weekly.
Irrigation/sprinkler system	City maintains. System checked weekly to monthly depending on season. Batteries replaced twice a year in each valve clock.
Lights in trees and over D Street	City maintains. Strands & bulbs replaced as needed.
Planters (6 areas)	Downtown Merchants pays for planter maintenance.
Plaza Park	City maintains weekly.
Refuse cans emptied	Refuse containers emptied at the Plaza on Wednesdays. Temporary maintenance containers provided for events and picked up after events. 33 gallon stationary cans maintained daily.
Sidewalk, curb & gutter repairs	Property owner.

Sidewalk steam cleaning	Property owner/tenant. Downtown Merchants may hire someone to steamclean occasionally.
Sidewalk sweeping	Property owner/tenant.
Storefronts & windows	Property owner/tenant.
Street gutters	Leaves vacuumed twice per week (primarily in the fall/winter). Leaves vacuumed daily once the pull behind leaf machine is utilized. Corners - Heavy equipment is utilized for major events.
Street maintenance & striping	City maintains.
Street sweeping	Every Friday.
Street trees & tree wells	Property owner/tenant responsible for watering, maintaining & pruning trees. Property owner responsible for dead tree removal & replacement (minimum replacement size - 15 gallon). City prunes branches interfering with vehicle clearance & streetlights. Downtown Merchants pays to treat trees for aphids.
Streetlights	City maintains and replaces lights, as needed.