

DOWNTOWN MERCHANTS ADVISORY COMMITTEE
Wednesday, January 13, 2010 @ 6:00 p.m.
Meeting will be held at the Lemoore Chamber, 300 E Street
Items for Consideration and Action

CALL TO ORDER:

ACTION ITEMS:

- 1. Approval of minutes from December 9, 2009**

DISSCUSSION / ACTION ITEMS:

- 1. City Directional & Highway Signage**
- 2. City of Lemoore Website-** Navigation/Ease of locating necessary information
- 2. 2010 Evening Under the Stars-** Joint meeting with Lemoore Parks & Recreation is tentatively scheduled for Thursday, January 21, 2010. This date will be confirmed, as well as time and meeting location.

Other Business:

Public Comments and Inquiry:

Adjournment to next meeting, February 10, 2010, 6:00 pm @ Lemoore Chamber

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 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.

CERTIFICATION OF POSTING

I, Maureen Azevedo, Downtown Coordinator for the City of Lemoore, do hereby declare that the foregoing agenda for the Lemoore Downtown Merchants Association regular meeting of Wednesday, January 13, 2010 was posted on the outside bulletin board located at City Hall, 119 Fox Street on Friday, January 8, 2010 at 2:00 p.m.

Maureen Azevedo, Downtown Coordinator

**Minutes of the Meeting of the
DOWNTOWN MERCHANTS ADVISORY COMMITTEE
October 1, 2009**

ATTENDANCE

Present were members Chris Brazil, John Miller, Kay Dill/ Carrie Lawson, Michele McGee, Nicolette Magini, Gary and Linda Ramos, Dana Steely, Maureen Azevedo, guest Nina- Shock of Style, guest Joe Simonson and Lynne Nelson Parks and Recreation, Judy Holwell City of Lemoore and Michele McGee Downtown Coordinator.

ABSENT

Call TO ORDER 6:12 by Chris Brazil

ACTION ITEMS:

- 1. Approval of Informational Minutes from September 24, 2009-** A motion was made by Nicolette to accept the minutes from September 24, 2009 and 2nd by Kay/Carrie; unanimously approved.

DISCUSSION ITEMS/ ACTION ITEMS:

- 1. Evening Under the Stars-** There was discussion about the 2009 EUTS and plans for future EUTS's. It was decided that there would be another meeting January 21, 2010 to plan for the 2010 event. Partnering with the Lemoore Parks & Recreation and the DMA together putting on the event. To be discussed- Date, Wine, Food, Band, Publicity and Set up/Clean up.
- 2. Holiday Stroll 2009-** Michele updated the committee on the Holiday Stroll. WHC College will be setting up at the Vet Hall doing a craft bazaar, SMM will not be open, Michele requested that the LVFD give fire truck rides, Michele also will be working with All Valley Printing on the flyer and postage this year. It was suggested to get the Children's Community Choir to perform as well as the Liberty Middle School Jazz band and the LHS Band, Lemoore Presbyterian Choir, Santa (Joe Neves), Kings Dance Center, LHS Chamber Choir- Michele will contact. Michele stated that Heinlen to Fox Street along D will be closed to thru traffic during the Stroll. Committee members asked about allowing vendors this year due to lack of businesses downtown, many of the other members felt that this event to showcase the merchants and the Downtown, not other businesses. Michele also mentioned if there was a interest in having a beer garden w/ a band or DJ at the event from 7-10pm. Chris made the motion that we bring in the garden this year and a 2nd by Kay, unanimously approved. Michele will book the security and beer truck for the event as well as acquire entertainment. Chris also made the motion that the DMA pay for the remaining 5000 flyer to be inserted in the Hanford Sentinel Hanford circulation, 2nd by Maureen, unanimously approved- Michele will set up and take care of.
- 3. Downtown Lemoore Street Party-** Michele updated the committee on the progress of the up coming event. No sub committee was formed. Michele will handle the final details.

Other Business:

Public Comment:

Adjournment: Meeting was adjourned @ 8:35 p.m., and next meeting is scheduled for Thursday, November 12, 2009 at 6p.m at the Lemoore Chamber of Commerce.

**Minutes of the Meeting of the
DOWNTOWN MERCHANTS ADVISORY COMMITTEE**

December 9, 2009

ATTENDANCE Present were members Christopher Brazil, John Miller, Dana Steely, Gary and Linda Ramos, Michele McGee, John Pereira, Downtown Coordinator/Member, Maureen Azevedo and City of Lemoore, Judy Holwell.

ABSENT Nicolette Mangini and Kay Dill

Call TO ORDER 6: 14 pm by Christopher Brazil

ACTION ITEMS:

2. Minutes of October 1st, 2009: Motion by Dana Steely, Second by John Miller, unanimously approved.

DISCUSSION ITEMS/ ACTION ITEMS:

- 1. Introduction/Welcoming** of newly appointed and returning committee member, John Pereira, and committee member, Maureen Azevedo, as new Downtown Coordinator, replacing Michele McGee. Michele will remain as a committee member.
- 2. Holiday Stroll-** Committee members didn't feel this year was as good as last year. Some suggestion made for the 2010 Holiday Stroll were the following:
 - Downtown Coordinator directed to be more proactive with merchants, encouraging them to be open and to participate in the Holiday Stroll.
 - In order to attract more people to Lemoore, and since Santa and Mrs. Claus are always such a big draw, it was suggested to have a Santa, or one of Santa's helpers, not our *Joe Neves* Santa, be downtown every Saturday for the month of December. A suggested possible location for Santa would be the hallway in The Advance Building. We would need to check with Darrin Dutra and/or David Silveira.
 - Ask property owner of The Lucerne Hotel, Steve McQueen, to please have the lights turned on, and no burned out bulbs, so as to better illuminate the sidewalk area.
 - Downtown Coordinator directed to check with city staff about the possibility of having the Christmas Decorations up, with lights* on for just the one night, of the Holiday Stroll, rather than waiting until the "Annual Tree Raising" celebration. (**all lights working and none burned out*).
- 3. West Hills College "Craft Fair" during the Holiday Stroll-** By allowing this "Craft Fair" during the Holiday Stroll, merchants felt this was a conflict in supporting our own **Lemoore Downtown Merchants**. Downtown Coordinator directed to discuss with Lemoore Chamber CEO, Lynda Lahodny and have her contact West Hills College either via e-mail, phone or writing letter, to encourage their participation in the "Annual Christmas Tree Raising" event on November 28, 2010.

It was suggested a Downtown Merchants sub-committee be formed October 2010, to participate in the 2010 "Annual Christmas Tree Raising".

4. City Directional & Highway Signage- Tabled until next month, to allow time to get information over to Judy Holwell.

5. Future of "2010 Evening Under the Stars"- Another meeting is scheduled for Thursday, January 21, 2010, to discuss the future of EUTS's. Meeting attendees, in addition to DMA committee will be Lemoore Parks & Recreation Dept. DT Coordinator will confirm this date, as well as time, location, etc.

Other Business:

City of Lemoore Website- It was suggested that the city website can be somewhat challenging to navigate through. Most importantly, the checklist for "Starting Your Own/New Business", which is not very welcoming. John Miller offered to do some research on this. He was going to check with other city websites, similar in size to Lemoore.

DT Coordinator directed to invite City Manager, Jeff Britz to next meeting.

Public Comment: None

Adjournment: Meeting was adjourned @ 7:50 p.m., and next meeting is scheduled for Wednesday – January 13, 2010 at 6 p.m. at the Lemoore Chamber of Commerce.

Respectfully Submitted,

**Maureen Azevedo,
Downtown Coordinator**