

# **DOWNTOWN MERCHANTS ADVISORY COMMITTEE**

## **Regular Meeting**

**Upstairs Conference Room, City Hall – 119 Fox Street**

**Wednesday, November 10, 2010 – 6:15 p.m.**

## **AGENDA**

### **CALL TO ORDER:**

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

1. Approve Minutes of Meeting Held October 13, 2010
2. Appointment New DMA Member - Lee Williams, All American Pool Company
3. Holiday Stroll - Finalize
4. Christmas Tree Raising - Update
5. Christmas Parade - Update

### **Other Business:**

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

### **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 924-6701 at least 24 hours prior to the meeting 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](http://www.lemoore.com).

## **CERTIFICATION OF POSTING**

I, Kristie Baley, Redevelopment Office Assistant, for the City of Lemoore, do hereby declare that the foregoing agenda for the Lemoore Downtown Merchants Advisory Committee regular meeting of Wednesday, November 10, 2010, was posted on the outside bulletin board located at City Hall, 119 Fox Street on Friday, November 5, 2010 at 4:30p.m.

## DOWNTOWN MERCHANTS ADVISORY COMMITTEE

### MINUTES OF OCTOBER 13, 2010 MEETING

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

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

**OTHERS PRESENT:** Linda Ramos, Eric Polk, Judy Holwell, Kristie Baley, Lee Williams

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

#### **APPROVE MINUTES OF MEETING HELD SEPTEMBER 29, 2010:**

Member, John Miller moved to approve the minutes with suggested changes to second sentence in DMA Members – APPOINTMENTS / VACANCIES: There has been no response to the Notice of Vacancy flyers handed out on September 24, 2010. Chairperson, Chris Brazil seconded the motion. Minutes were approved.

#### **DMA MEMBERS – APPOINTMENTS / VACANCIES:**

One letter from Lee Williams of All American Pool Company submitted.

#### **DOWNTOWN COORDINATOR – UPDATE:**

Chris Brazil to talk to Maureen about keeping Coordinator housed at the Chamber. Michele said that the main concern is to keep the Coordinator duties separate from the Chamber duties. Coordinator duties include keeping track of things so that they are completed according to the Revitalization Plan.

#### **HOLIDAY STROLL – NOVEMBER 13**

Maureen has the banner and is taking it to PIG 10/14/10 for updating. She has also contacted various schools and organizations concerning performing at the event and will email DMA members with a list of participants. City scheduled to begin hanging Christmas decorations and holiday banners Nov 1st. Fire Truck rides will be available at the event. Chris is working on the flyers (in the color blue this year). Approximately 15,000 will be purchased for distribution through the mail and handing out. It will also be put in the Chamber Newsletter. Contact Police Department so that they know the streets won't be closed. Tom Buford liked the idea of using Leoni's for Santa. Check into Liability Insurance. Eric Polk was asked if Community Choir can participate. He will check the schedule of events that they are committed to and talk to Maureen. Check with Tom Buford to see who paints windows.

#### **CHRISTMAS TREE RAISING – NOVEMBER 28**

Passports will be handed out with a list of participating businesses. Cards will be marked when presented to merchants and completed cards will be entered into a drawing for Downtown Bucks. Will Maureen handle the drawing?

## **CHRISTMAS PARADE - DECEMBER 4**

Discussion to see route expanded. Chris asked who is in charge. Why is it only two blocks long? Chris agreed that it needs to be expanded. It was suggested that it start at Armstrong Street. The route is advertised through entry form mailings. How do we encourage participation from area schools? Eric suggested a prize be given for the best school float. Do we have a band at this point? Michele will talk to Maureen.

## **WINDOW DECORATING CONTEST**

Advertise with a flyer. The prize was discussed. DMA fund an advertisement for the winner unless we can get the Sentinel to sponsor the event and provide free advertisement. Have Victoria Jones do a story with a picture of the decorated storefront and present a plaque. Storefronts need to be decorated by November 1<sup>st</sup>. Judged by City Officials? Kristie work on official letter to encourage City Council Members. Theme: "Decorate Your Store Like Macy's." Use pictures from Chamber lap top for ideas. Maureen will make the flyers.

## **DOWNTOWN MUSIC – UPDATE FROM CHAMBER**

Maureen said that repairs were made and the music is working.

## **DOWNTOWN SUMMIT – PICK A DATE**

Discuss the date at the January Meeting.

## **PBIA BUDGET - UPDATE**

Chris will pick out some new Fall banners. Mural banners go back up after Christmas. Question raised to have DMA pay for newly planted trees in the Downtown area. Have Maureen check to see if the flower beds are being done.

## **OTHER BUSINESS**

No Street Party November 23, 2010. Can DMA apply for non – profit status? Judy said "No". DMA is a City entity. It was discussed to create a "Main Street" non – profit with the same DMA committee members and PBIA budget. Chamber is putting together a calendar. The City Recreation Department is deciding what events will go in their calendar on November 23, 2010. Set meeting and event dates so that they can be included in these calendars.

## **PUBLIC COMMENTS AND INQUIRY**

None

## **ADJOURNMENT**

With no other business to discuss, the meeting was adjourned at 7:28 p.m. The next meeting is scheduled for November 10, 2010 at 6:15 p.m.