

DOWNTOWN MERCHANTS ADVISORY COMMITTEE

Regular Meeting

Depot – 300 “E” Street

Wednesday, October 13, 2010 – 6:15 p.m.

AGENDA

CALL TO ORDER:

DISCUSSION / ACTION ITEMS:

1. Approve Minutes of Meeting Held September 29, 2010
2. DMA Members – Appointments / Vacancies
3. Downtown Coordinator - Update
4. Holiday Stroll – November 13
Christmas Tree Raising – November 28
Christmas Parade – December 4
(Update from Chamber and Participating Merchants)
5. Window Decorating Contest
6. Downtown Music – Update from Chamber
7. Downtown Summit – Pick a Date
8. PBIA Budget - 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.

CERTIFICATION OF POSTING

I, Judy Holwell, Redevelopment Project Manager, for the City of Lemoore, do hereby declare that the foregoing agenda for the Lemoore Downtown Merchants Advisory Committee regular meeting of Wednesday, October 13, 2010, was posted on the outside bulletin board located at City Hall, 119 Fox Street on Friday, October 8, 2010 at 4:00p.m.

MINUTES OF SEPTEMBER 29, 2010 MEETING

LEMOORE DOWNTOWN MERCHANTS ADVISORY COMMITTEE

MEMBERS PRESENT: Maureen Azevedo, Chris Brazil, John Pereira, John Miller, Gary Ramos, Michele McGee

MEMBERS ABSENT: Dana Steely, Kay Dill, Nicolette Mangini

OTHERS PRESENT: Linda Ramos, Judy Holwell, Kristie Baley, Carrie Lawson

CALL TO ORDER: The meeting was called to order @ 6:22 by Chairman, Chris Brazil

APPROVE MINUTES OF MEETING HELD SEPTEMBER 16, 2010:

Chairman Brazil moved to approve, John Miller seconded the motion. All in favor.

APPOINT CHAIRPERSON:

Chris Brazil moved to appoint Michele McGee, John Miller seconded the motion. All in favor.

DMA MEMBERS – APPOINTMENTS / VACANCIES:

Maureen Azevedo and Dana Steely have chosen not to seek reappointment. There has been no response to the Notice of Vacancy flyers that went out September 24, 2010. It was discussed that Lemoore Hardware, All American Pool Company and the Body Shop should be approached to see if they would be interested in serving as a DMA Member. Interested businesses have until Oct. 13 to submit their letters to the City Clerk.

DOWNTOWN COORDINATOR - UPDATE:

The following update was given regarding the position of Downtown Coordinator. Since the Redevelopment Agency (RDA) Board and the Chamber are currently in negotiations regarding an agreement to provide services, it is unknown whether the Chamber will continue to provide revitalization and coordinators services as in a prior agreement. The Chamber Agreement is a discussion item at the next City Council/RDA Board meeting on October 5, 2010. If the Chamber does not house the DMA Coordinator, the RDA/City will discuss the next step, which might be to temporarily have a City employee coordinate the DMA meetings and provide clerical assistance. Some merchants may have an attitude that “the City is against them”, which may hinder the coordinators efforts. The subject came up that the proposed agreement required the Coordinator to create a new revitalization plan for the downtown. It was discussed that in 1993 the Chamber / City agreement allowed the Chamber to request funds from the City to hire a consultant to perform this activity. Ms. Holwell informed those present that the Chamber could request funds from the RDA Board for such activity.

EVENING UNDER THE STARS – WRAP UP:

The event was a huge success. It was discussed that the event started at 7:30 PM this year and all agreed that it should stay that way. The weather was perfect, different crowd, great music, everyone danced and Jesus Garcia took great prom pictures. It was also mentioned that the servers looked great and that the dance area with high hat tables was a hit. The night was a little unorganized due to the absence of a DMA Coordinator, but Sheila Taylor and Joe Simonson did a great job. The City sold 178 tickets and 250 people attended; Olam funded the band for \$1,700 and received tickets for several tables in return. The event made a profit of approximately \$7,000. DMA Members were glad that the City took it over this year and prefers that the City put it on from now on. It was discussed that the silent auction table was hidden and that it would have been better if the items had been present. The auction table was poorly lit and not decorated to entice bidders. The fountain had a lighting problem. It was recommended that the streets remain open until about 1 PM so that patrons of Downtown businesses can easily access those businesses until set up occurs.

HOLIDAY STROLL – NOVEMBER 13:

Last year's event cost just under \$4,700, which was primarily for promotional materials. This year, the Chamber will be hosting the event. Kristie will distribute sign up sheets Monday October 3, 2010 for merchants to be listed on the Holiday Stroll flyer. Merchants must return their sheet as soon as possible to be included in the flyer. John Pereira suggested that they as merchants should visit their neighbors and encourage them to participate. Chris Brazil, John Miller, Gary Ramos, Carrie Lawson and John Pereira agreed to visit the merchants surrounding their stores Wednesday, October 5, 2010. They will encourage them to keep their stores open and accept completed sign up sheets at that time. Maureen had already contacted Pre-Sort, and received the population count. However, it didn't have the cost for creating and the cost of mailing the flyers. She will follow-up with them concerning the costs. Chris Brazil said that once Maureen obtains the remaining information from Pre-Sort, he will contact Pauline at All Valley Printing, to obtain a bid as well. It was also discussed to obtain a bid from PIG now that the business is not owned by a City Council Member. Maureen has last year's banner. Chris reminded Maureen that date changes etc. will need to be made to the banner and Michele said that it can go up three weeks prior to the event so it needs to be up by October 29, 2010.

It was decided that food vendors would not be allowed. The LHS Choir, directed by Dori Talob, already receives all of the proceeds from the "Pictures with Santa". That being said, the Choir does not need to have a bake sale. Chris Brazil suggested that the City Streets not be closed. The Chamber will be selling this year's Christmas ornament, which is the current St. Peters Catholic Church. It was discussed to encourage more stores to stay open.

Maureen will contact the Odd Fellows Lodge to see if Leoni's can be decorated and house Santa this year. The Lemoore High School Arts Department will be contacted to

decorate. Ken Hansen likes to kick off the event with the Lakeside Community Choir. Contact Sheila Taylor concerning the drama department /choir. It was brought up that the hanging of lights is ordinarily a two week project; DMA will notify Russell Giron to work out a light hanging timeline. The question was raised as to whether Joe Simonson would be handling the decorations.

CHRISTMAS TREE RAISING – NOVEMBER 28:

The event will be from 12 PM to 5 PM. The tree is usually up by 2 PM, lighting of the tree takes place at 5 PM. Passport event was a success. There will once again be a Gingerbread House contest for applicants of all ages. To encourage the public to walk around and visit the participating (open) businesses, the Gingerbread Houses will be displayed inside these businesses/merchants. After the public has had the opportunity to see these “works of art”, they will cast their vote. First, Second and Third place prizes will be awarded. The prizes are in the form of “Lemoore Downtown Bucks”. DMA has always paid for Lemoore Downtown Bucks. Maureen will advertise the Tree Raising within the Holiday Stroll flyer. John Miller suggested it be a special shopping day etc. to encourage residents. Vending tables are \$30 for non Chamber members and \$20 for Chamber members. All agreed that there is a need to get kids involved. Pass out flyers at schools etc. The Passport event was a success last year. John Miller suggested that the event be held again this year.

DOWNTOWN WINDOW DECORATING CONTEST:

It was decided to encourage a window decorating contest. Voting to begin during the Holiday Stroll and continue throughout the Tree Raising event. Public will vote, but the prize is undecided. The winner of the window decorating contest will be announced in the Lemoore Chamber – Lifestyles publication, as well as other media sources.

DOWNTOWN MUSIC (LICENSING LAW):

Downtown music is not working. Maureen attempted to take card out of the system and put back. There seemed to be power, but no sound. Bobby’s Satellite is interested in handling the music, but he would have to have the proper licensing. We have a contract with Muzak, funded by PBIA. A vote was made to keep the music. Maureen is to make necessary calls for repair needed to get the music working.

DOWNTOWN SUMMIT:

Organize a merchant get together. Get merchants involved. Call it a Merchant Mixer or something other than a “meeting”, which seems to turn off participation by the merchants. Have a drawing, food, beer and wine etc. It was suggested to try it quarterly.

OTHER BUSINESS:

John Miller opened a discussion concerning a resolution that was recently passed by the RDA to assist new businesses west of Highway 41. He would like DMA to work with the City Council to get some of those tax dollars to the downtown businesses. John will draw up a letter to take to Council expressing the need to assist both the Westside and Downtown. He said that Wal-Mart believes that a thriving downtown increases its business.

Next, it was discussed to hold a Street Party after Evening Under the Stars every year. Hanford is holding a Melco dance in mid October, so ours should be held on a weekend after theirs. Saturday October 23, 2010, 5 PM to 10 PM on Heinlen Street was discussed for the date/time. Pull power from Creative Designs with permission. It was moved by Chris Brazil to limit band expenses to \$500 and seconded by John Pereira. Music should be scheduled to begin at 7 PM. The Café Connection will BBQ on Heinlen Street for the event. There will be a beer garden, bounce house and face painting.

Maureen will check with the Chamber Board about the liquor license. John Pereira offered to get an umbrella policy through his Gem & Mineral organization and use its non profit liquor license. It was also suggested that Tadeo's be asked to use their liquor license, but it is unknown whether its license allows for the sale of alcohol outside the restaurant. A decision was not made.

A question was raised as to whether the City's liability insurance policy would cover the Street Party or if another form of insurance was necessary. If the Chamber uses its policy, Maureen suggested that the Chamber receive 1/3 to 1/2 of the profit.

PUBLIC COMMENTS AND INQUIRY:

None

ADJOURNMENT:

With no other business to discuss, the meeting adjourned at 8:43 p.m. The next meeting is scheduled for October 13, 2010, 6:15 p.m. at The Depot.