

DOWNTOWN MERCHANTS ADVISORY COMMITTEE
Council Chamber – 429 C Street
Thursday, July 12, 2018 – 6:15 p.m.

REGULAR MEETING
AGENDA

1. Call to Order
2. Public Comment – *Limited to 3 minutes per person. State your name and address for the record.*
3. Selection of New Chairperson
4. Approval of Minutes
 - a. Special Meeting – November 2, 2017
 - b. Regular Meeting – March 8, 2018
5. Brown Act Training (Speer)
6. Downtown Business Improvement Fund Review (Speer)
7. Committee Member & City Liaison – Report & Request for Information
8. Next Regularly Scheduled Meeting – September 13, 2018
9. Adjourn

Notice of ADA Compliance: If you or anyone in your party needs reasonable accommodation to attend or participate in any Downtown Merchants Advisory Committee Meeting, please make arrangements by contacting personnel at least 24 hours prior to the meeting by calling 924-6700 or by mail at 711 West Cinnamon Drive, 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 located at 711 West Cinnamon Drive, 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, Mary J. Venegas, City Clerk for the City of Lemoore, declare under penalty of perjury that I posted the above Lemoore Downtown Merchants Advisory Committee Agenda for the Regular Meeting of Thursday, July 12, 2018 at City Hall, 119 Fox Street, Lemoore, CA on July 9, 2018.

//s//
Mary J. Venegas, City Clerk



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Staff Report

Item No: 3

To: Downtown Merchants Advisory Committee
From: Michelle Speer, Assistant City Manager
Date: June 15, 2018 Meeting Date: July 12, 2018
Subject: Selection of New Downtown Merchants Advisory (DMA) Chair and Vice Chair

Proposed Motion:

Approve appointment of a chair and vice chair for the remainder of the calendar year.

Subject/Discussion:

Due to difficulties in obtaining a quorum, the Downtown Merchant's Advisory Committee has met irregularly. The DMA now has five (5) regular members and the intent is to meet every other month and hold special meetings upon request of the committee. As such, the committee needs to appoint a chair and vice chair for the remainder of the calendar year. A new chair and vice chair will be selected at the beginning of 2019.

Financial Consideration(s):

Not applicable.

Alternatives or Pros/Cons:

None noted.

Commission/Board Recommendation:

Not Applicable.

Staff Recommendation:

Staff recommends that the DMA vote to appoint a chair and vice chair for the remainder of the calendar year.

Minutes of the Special Meeting of the
DOWNTOWN MERCHANTS ADVISORY COMMITTEE
November 2, 2017

1. Call to Order

At 6:15 p.m. the meeting was called to order.

Member Attendance:

- Gina Arcino
- Michael Daniel
- Jeffrey Garcia
- Marlo Toralez
- John Tulak

City Staff Attendance:

- Michelle Speer, Assistant City Manager
- Amanda Champion, Executive Assistant
- Nathan Olson, Interim City Manager

2. Public Comment

There was no comment.

Approval of Minutes

N/A

3. PBIA Account Financial Update (Speer)

DMA anticipated portion of business license funds - \$6,000

Previous year portion of business license funds - \$3,700

Amount collected to date - \$460

Review of expenses:

Encumbrance to remove tree stump – DMA responsible for tree removal and replacement

Tree replacement will be brought back at a later meeting.

Mr. Garcia reported that the tree near Pereira's Jewelers needs trimming. Mr. Tulak asked about leaf removal. Requested 16/17 budget to compare with last year balances.

4. Review of Ordinance Update

The DMA is now a five (5) member commission and the eligible applicants is now broadened. Two current applicants are from downtown businesses but one member has been unresponsive. If they continue to not respond, staff will go to council to remove the member. Meetings will be moving back to the Council Chamber in the near future. Mr. Daniel explained meetings were not being held at the Council Chambers for fear of lack of participation. Open to options but will get more formal.

5. Committee Member – Report & Request for Information

Mr. Garcia requested the BB social media admin provide updates and email addresses.

Mr. Daniel asked for a list of new businesses that opened within the last year.

Ms. Batty, social media vendor, will reach out to businesses to find out if they would like to post anything on social media
Mrs. Speer asked if DMA would like to hold a spring event /patriotic/ Memorial Day event. Discussed holding some type of event to raise money. Event to be discussed in more detail at next meeting.

6. Meeting Schedule for Next Year

Ordinance does not specify how often the DMA needs to meet. Mr. Daniel suggested to meet bimonthly with special meetings as necessary. It was decided to meeting bimonthly starting in January. City Manager to ask if council can reappoint current members without formal application process. Keeping the meeting date as Thursdays.

7. Events

Holiday Stoll – Mr. Daniel suggested a “street party” instead of the Holiday Stroll. There is not enough time to organize the Holiday Stroll for this year. Santa is still coming on November 18. Mr. Daniel asked about the process to hold a street party. Mrs. Speer to get info and report back.

8. Next Regularly Scheduled Meeting – January 11, 2018

9. Adjourn

At 7:06 p.m. the meeting adjourned.

Approved the 12th day of July 2018.

ATTEST:

APPROVED:

Mary J. Venegas
City Clerk

Chairperson

Minutes of the Regular Meeting of the
DOWNTOWN MERCHANTS ADVISORY COMMITTEE
March 8, 2018

1. Call to Order

At 6:15 p.m. the meeting was called to order.

Member Attendance:

- Gina Arcino
- Tim Welsh
- Jeffrey Garcia
- Marlo Toralez
- John Tulak

City Staff Attendance:

- Michelle Speer, Assistant City Manager
- Marisa Lourenco, Deputy City Clerk
- David Brown, Council Member

2. Public Comment

Megan Redding had questions regarding the Downtown Merchants Advisory Committee and the process on how the members are selected. She also inquired about how the public is notified of the meetings.

3. Selection of New Chairperson

Time Tabled.

4. Approval of Minutes – Special Meeting – November 2, 2017

*Motion by Mr. Garcia, seconded by Mr. Welsh to approve Special Meeting Minutes November 2, 2017. **A CHAIR PERSON WAS NOT PRESENT. Therefore the minutes are being resubmitted for approval on July 12, 2018.***

5. PBIA Account Financial Update

Assistant City Manager Speer provided an update on the PBIA Account. Approximately \$6,800 has been deposited. \$12,000 was budgeted for the year. Expecting to spend \$10,200 for FY 2017-2018 for downtown landscaping and tree maintenance. Expenditures/Revenues should be right on target for the year.

6. Downtown Watering Schedule

The Downtown watering schedule is every Tuesday and Saturday. The valves are battery operated. The planters in front of Family Eye Care need to be replaced. The DMA can fund a better sprinkler/drip system.

7. Downtown Tree Removal

There are several dead trees in downtown. One tree was recently removed on Heinlein and another near Farmer's Fury. Trees must be a part of the City's List. The DMA can consider funding the removal of dead trees in front of businesses.

8. Committee Member – Report and Request of Information

Mr. Welsh inquired if the larger businesses are included in paying the double tax.

Mr. Tulak inquired about the role of the DMA members in order to attract businesses in Lemoore.

Mrs. Ward stated that there is an intention to reignite events for the Community and she has been working with the Chamber Board to do so. Conversations have ignited with limited sources.

Mrs. Speer stated there are plans to revitalize downtown and trying to find a solution on how to incentivize business owners. The next Downtown Merchants Advisory committee meeting will be held at the Council Chambers. Brown Act Training, Mobile Food Vendors, and Downtown Street Closure process will be on the next meeting Agenda for discussion.

9. Next Regularly Scheduled Meeting – May 10, 2018

10. Adjourn

At 6:47 p.m. the meeting adjourned.

Approved the 12th day of July 2018.

ATTEST:

APPROVED:

Mary J. Venegas
City Clerk

Chairperson



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Staff Report

Item No: 5

To: Downtown Merchants Advisory Committee
From: Michelle Speer, Assistant City Manager
Date: June 15, 2018 Meeting Date: July 12, 2018
Subject: Ralph M. Brown Act Training

Proposed Motion:

Information Only.

Subject/Discussion:

As the Downtown Merchant's Advisory (DMA) Committee is a City Council Committee created under City Ordinance 3-2-5, as such, the DMA is subject to the Ralph M. Brown Act (Open Meeting Law). Mary Lerner of Lozano Smith will provide training to the DMA members.

Financial Consideration(s):

Not applicable.

Alternatives or Pros/Cons:

None noted.

Commission/Board Recommendation:

Not Applicable.

Staff Recommendation:

Information Only.



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Staff Report

Item No: 6

To: Downtown Merchants Advisory Committee
From: Michelle Speer, Assistant City Manager
Date: June 15, 2018 Meeting Date: July 12, 2018
Subject: Downtown Business Improvement Fund Review

Proposed Motion:
Information Only.

Subject/Discussion:

The Lemoore City Council created the Downtown Business Improvement Area and imposed an assessment in 1976 through the adoption of City Ordinance 3-2-3. The creation of the Downtown Business Improvement area described the downtown area, and established an assessment “equal to one hundred percent (100%) of the business license taxes...” for all businesses in the downtown area. The funds collected are to be used for the following purposes pursuant to Municipal Code Section 3-2-4 (D):

- a. The acquisition, construction, installation or maintenance of parking facilities, benches, trash receptacles, street lighting, decorations, parks and fountains for the benefit of the area.
- b. Decoration of any public place in the area.
- c. Promotion of public events which are to take place on or in public places in the area.
- d. Furnishing of music in any public place in the area.
- e. The general promotion of activities which benefit business located in the area.
- f. Promotion of tourism within the area.

The fund balance at the end of the 2016-2017 fiscal year (June 30, 2017) was \$9625.00. The account is expected to generate approximately \$9500.00 through June 30, 2018. To date the fund has expended \$3550.00. If projections remain accurate, and without significant expenditures prior to the end of the fiscal year, the fund balance as of July 1, 2018 should be approximately \$15,575.00.

Financial Consideration(s):

The fund balance at the beginning of the next fiscal year (July 1, 2018) should be approximately \$15,575.00.

Alternatives or Pros/Cons:

Not applicable.

Commission/Board Recommendation:

Not Applicable.

Staff Recommendation:

Information Only.