

## **DOWNTOWN MERCHANTS ADVISORY COMMITTEE**

**Lemoore Council Chamber  
429 C Street ♦ Lemoore CA 93245**

**Regular Meeting Agenda  
February 13, 2020  
6:15 pm**

1. Call to Order & Welcome (Holwell)
2. Oath of Office (Avalos)
3. Election of Officers – Chair & Vice Chair (Holwell)
4. Public Comment – This time is reserved for members of the audience to address the Committee on items of interest that are not on the Agenda and are within the subject matter jurisdiction of the Committee. It is recommended that speakers limit their comments to 3 minutes each and it is requested that no comments be made during this period on items on the Agenda. The Committee is prohibited by law from taking any action on matters discussed that are not on the Agenda. Prior to addressing the Committee, any handouts for the Committee will be provided to the City Clerk for distribution to the Committee and appropriate staff
5. Financial Update – Parking & Business Improvement Account (PBIA) (Holwell)
6. Discussion & Recommendation – Downtown Marketing, Social Media & Event(s)
7. Approval – Holiday Stroll Management (Holwell)
8. Approval – Downtown Event(s)
9. Approval – Marketing and Social Media
10. Approval – Downtown Landscape Maintenance & Repairs (Holwell)
11. Approval – Planter Box at Arch (Holwell)
12. Committee Reports & Requests
13. Adjournment

### Upcoming Meetings

Regular Meeting of the Downtown Merchants Advisory Committee – Thursday, March 12, 2020.

Regular Meeting of the Downtown Merchants Advisory Committee – Thursday, April 9, 2020.

Agendas for all Downtown Merchants Advisory Committee meetings are posted at least 72 hours prior to the meeting at the Council Chamber, 429 C Street and the Cinnamon Municipal Complex, 711 W Cinnamon Drive. Written communications from the public for the agenda must be received by the City Clerk's Office no less than seven (7) days prior to the meeting date. The City of Lemoore complies with the Americans with Disabilities Act (ADA of 1990). The Council Chamber is accessible to the

