



DOWNTOWN MERCHANTS ADVISORY COMMITTEE

LEMOORE COUNCIL CHAMBER

429 C STREET

MAY 14, 2020

6:15 p.m.

AGENDA

1. CALL TO ORDER

2. PUBLIC COMMENT

Public Comment will be in accordance with the attached policy. 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.

3. OATH OF OFFICE (Avalos)

4. ELECTION OF OFFICERS – Chair & Vice Chair (Avalos)

5. BUSINESS

Report, discussion and/or other Committee action will be taken.

5-1 Approval – Minutes – Regular Meeting – February 13, 2020

5-2 Information Only – Financial Update – PBIA (Holwell)

5-3 Discussion & Approval – Landscape Maintenance & Repairs

- a. Planter Maintenance & Repairs
- b. 4-H Team (Robbins)
- c. Planter Box Domino's Arch (Holwell)
- d. Tree Trimming
- e. Tree Well Maintenance
- f. Planter Watering Schedule

5-4 Discussion & Approval – Downtown Social Media, Outreach & Events

- a. Event Planning
- b. Marketing
- c. Downtown Business Owners' Mixers

6. CITY LIASON REPORTS

7. COMMITTEE MEMBER REPORTS AND REQUESTS

8. ADJOURNMENT

Upcoming Meetings

Regular Meeting of the Downtown Merchants Advisory Committee – Thursday, June 11, 2020.

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

CITY OF LEMOORE
ALL DOWNTOWN MERCHANTS ADVISORY COMMITTEE MEETINGS

Attendance and Public Comment Changes Due to COVID-19

Given the current Shelter-in-Place Order covering the State of California and the Social Distance Guidelines issued by Federal, State, and Local Authorities, the City is implementing the following changes for attendance and public comment at all Downtown Merchants Advisory (DMA) Committee meetings until notified otherwise.

All upcoming regular and special DMA meetings will **only be accessible online**. The meeting may be viewed through the following options:

- Youtube: www.Youtube.com/c/cityoflemoore

The City will also provide links to streaming options on the City's website and on its Facebook page. Unfortunately, physical attendance by the public cannot be accommodated given the current circumstances and the need to ensure the health and safety of the Committee, City staff, and the public as a whole.

If you wish to make a general public comment or public comment on a particular item on the agenda, **you must submit your public comments by e-mail to:** cityclerk@lemoore.com. In the subject line of the e-mail, please state your name and the item you are commenting on. If you wish to submit a public comment on more than one agenda item, please send a separate e-mail for each item you are commenting on. Please be aware that written public comments, including your name, may become public information. Additional requirements for submitting public comments by e-mail are provided below.

General Public Comments & Comments on Business Items

For general public comments and comments regarding specific Business Items, all public comments must be received by e-mail no later than 5:00 p.m. the day of the meeting. Comments received by this time will be read aloud by a staff member during the applicable agenda item, provided that such comments may be read within the normal three (3) minutes allotted to each speaker. Any portion of your comment extending past three (3) minutes may not be read aloud due to time restrictions. If a general public comment or comment on a business item is received after 5:00 p.m., efforts will be made to read your comment into the record. However, staff cannot guarantee that written comments received after 5:00 p.m. will be read. All written comments that are not read into the record will be made part of the meeting minutes, provided that such comments are received prior to the end of the DMA meeting.

PLEASE BE AWARE THAT ANY PUBLIC COMMENTS RECEIVED THAT DO NOT SPECIFY A PARTICULAR AGENDA ITEM WILL BE READ ALOUD DURING THE GENERAL PUBLIC COMMENT PORTION OF THE AGENDA.

The City thanks you for your cooperation in advance. Our community's health and safety is our highest priority.

Minutes of the Regular Meeting of the
DOWNTOWN MERCHANTS ADVISORY COMMITTEE
February 13, 2020

1. Call to Order

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

Member Attendance:

- Diana Badaci
- David Jones
- Shelby Robbins
- Jacob German
- Jeffrey Garcia

City Staff Attendance:

- Judy Holwell, Community Development Director
- Marisa Avalos, City Clerk

2. Oath of Office

City Clerk Avalos administered the Oath of Office to Committee Members Badasci, Robbins and German.

3. Election of Officers – Chair and Vice Chair

Consensus was received to table this item to the next meeting since two of the new appointees were absent.

4. Public Comment

There was no Public Comment.

5. Financial Update – Parking & Business Improvement Account (PBIA)

Community Development Director Holwell provided a financial statement of the PBIA Fund to the Committee. She explained the purpose of the PBIA and how the funds are collected. \$11,800 was budgeted for FY 2019-2020. \$5,829.76 has been spent so far. The Lemoore Chamber of Commerce was paid a onetime fee of \$4,000 to manage the Holiday Stroll and the landscaper is paid once a month to maintain the Downtown flower beds. It is the committee's responsibility to advise on expenditures of the PBIA Fund.

6. Discussion & Recommendation – Downtown Marketing, Social Media & Event(s)

The Downtown Lemoore Facebook page was discussed. The Committee was informed that City Clerk Avalos and Committee Member Garcia have access to the Downtown Lemoore Facebook page. If any business owners would like to advertise on the page, they need to send the appropriate information. Community Development Director Holwell asked the committee of any ideas for marketing Downtown Lemoore.

7. Approval – Holiday Stroll Management

Motion by Committee Member Robbins, seconded by Committee Member Badasci to recommend the Lemoore Chamber of Commerce to manage the 2020 Holiday Stroll for \$3,000.

Ayes: Robbins, Badasci, German

8. Approval – Downtown Events

Previous City events were discussed such as Evening Under the Stars, Farmers Market, Car Shows etc. Business owners will need to put forth the effort as it is a lot of work to host events and there aren't enough funds to pay for a coordinator. It is difficult to schedule a Farmers Market since Lemoore is competing with surrounding cities for vendors on the same nights.

Committee Member German asked if donations can be received by the DMA. Community Development Director Holwell stated that she would provide him with an answer at the next meeting.

9. Approval - Marketing and Social Media

Committee requested the cost of sponsoring posts on Facebook so it can be budgeted. City Clerk Avalos will provide that information at the next meeting.

10. Approval – Downtown Landscape Maintenance & Repairs

Committee discussed Downtown beautification. Improvements such as planting flowers and pressure washing the sidewalks were discussed. Committee Member Robbins will research landscapers and report back at the next meeting.

11. Approval – Planter Box at Arch

Community Development Director Holwell provided the history of the planter boxes at the arches Downtown. The City has received complaints regarding the arch planter box in front of Domino's Pizza. There currently are no plants in the box due to a broken water line that was capped off and the plants eventually died. A request was made by the building owner, Ron Allvin, to remove the planter box. The committee discussed keeping the planter, fixing the irrigation line, and replacing the plants and tree. Community Development Director Holwell will research type of replacement tree and plants and report back at the next meeting.

12. Committee Member Reports and Requests

Committee Member German stated that he is focused on being a part of the Community and wants to revitalize Downtown. He decided to join the DMA because he wants businesses to return Downtown and wants it to look nice.

13. Adjournment

At 7:26 p.m. the meeting adjourned.

Approved the 12th day of March 2020.

ATTEST:

APPROVED:

Marisa Avalos
City Clerk

Chairperson