



DOWNTOWN MERCHANTS ADVISORY COMMITTEE

LEMOORE COUNCIL CHAMBER

429 C STREET

July 9, 2020

6:15 p.m.

AGENDA

1. CALL TO ORDER

2. 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.

3. TRAINING – Brown Act/Ethics Training

4. BUSINESS

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

5-1 Approval – Minutes – Regular Meeting – June 11, 2020

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

5-3 Discussion & Approval – Landscape Maintenance & Repairs

a. Planter Maintenance & Repairs

b. Planter Box Domino's Arch

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

a. Event Planning

b. Marketing

c. Downtown Business Owners' Mixers

5-5 Discussion & Approval – Downtown Parking

5-6 Discussion & Approval – DMA Authority

5. CITY LIASON REPORTS

6. COMMITTEE MEMBER REPORTS AND REQUESTS

7. ADJOURNMENT

Upcoming Meetings

Regular Meeting of the Downtown Merchants Advisory Committee – Thursday, August 13, 2020.

Regular Meeting of the Downtown Merchants Advisory Committee – Thursday, September 10, 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 physically disabled. Should you need special assistance, please call (559) 924-6744, at least 4 business days prior to the meeting.

PUBLIC NOTIFICATION

I, Marisa Avalos, City Clerk for the City of Lemoore, declare under penalty of perjury that I posted the above Downtown Merchants Advisory Committee Agenda for the meeting of July 9, 2020 at Council Chamber, 429 C Street and the Cinnamon Municipal Complex 711 W Cinnamon Drive, Lemoore, CA on July 6, 2020.

 /s/
Marisa Avalos, City Clerk

Minutes of the Regular Meeting of the
DOWNTOWN MERCHANTS ADVISORY COMMITTEE
June 11, 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
- Nathan Olson, City Manager
- Ray Greenlee, Superintendent

2. PUBLIC COMMENT

There was no Public Comment.

3. ELECTION OF OFFICERS – Chair and Vice Chair

Member German was nominated by Member Garcia for Chair.

Motion by Member Garcia and seconded by Member Badasci, to appoint Member German as Chair.

Ayes: Garcia, Badasci, Robbins, German

Member Garcia was nominated by Member Robbins for Vice Chair.

Motion by Chair German, Seconded by Member Badasci, to appoint Member Garcia as Vice Chair.

Ayes: German, Badasci, Robbins, Garcia

4. BUSINESS

5-1 Approval – Minutes – Regular Meeting – May 14, 2020

Motion by Member Garcia, seconded by Member Badasci to approve the May 14, 2020 Regular Meeting Minutes.

Ayes: Jones, Garcia, Badasci, Robbins

5-2 Informational Financial Update – Parking & Business Improvement Account (PBIA)

Community Development Director Holwell provided a financial statement of the PBIA Fund to the Committee. There is a difference of \$300 since the last month due to a payment for the landscaper. The PBIA fund has a budget of \$11,800 and a balance of \$5,070.24. She stated that during the winter months the planters are only landscaped once a month. During the Spring and Summer months the planters are landscaped twice a month.

5-3 Discussion & Approval – Landscape Maintenance & Repairs

a. Planter Maintenance & Repairs

Superintendent Greenlee reviewed with the Committee the Maintenance Divisions responsibilities in Downtown. He stated that Maintenance does not go out on a weekly basis, only as needed. The City is responsible for installing the banners on the streetlight poles and banners over the street. Property owners and tenants are responsible for the sidewalks curb and gutter in front of their business. Plaza Park is contracted out by a subcontractor to maintain. The brick benches are the Public Works Department responsibility. The fountain at the Plaza is currently not working. Maintenance is working on draining the fountain but have ran into problems.

b. 4-H Team

Committee Member Robbins stated that the 4-H meeting in March was cancelled and they have not had a meeting due to COVID. 4-H is currently done until November. 4-H Members have still volunteers to go out in Downtown to do work and there is still interest moving forward. She asked what areas the landscaper maintains to avoid those areas. She stated that 4-H can possibly adopt planters.

c. Planter Box Domino's Arch

Superintendent Greenlee suggested researching the types of trees to be planted in regards to the roots and size. Community Services Director Holwell stated that she will send out the Tree list to the Committee and Chair German will provide the Committee with three tree options.

Motion by Chair German, seconded by Member Garcia to fund a tree within the City street tree list and to add mulch to the area.

d. Tree Trimming

Tree trimming the both the responsibility of owner and the City. Maintenance is responsible for the half of the tree that is facing the street and the property owner is responsible for the half facing the business.

e. Tree Well Maintenance

Property owner is responsible for the tree well maintenance.

f. Planter Watering Schedule

Maintenance Division takes care of the sprinkler maintenance when needed.

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

a. Event Planning

Downtown Merchants pays the Chamber of Commerce \$3,000 to coordinate the Holiday Stroll. Member German Stated he would like to start a Lemoore event that would eventually become a tradition. He would like to bring something back, similar to Evening under the Stars. In the past there was a Downtown Coordinator. Street Fairs, Farmers Markets, Rockin' the Arbor – these events brought the community together. The DMA members would be responsible for coordinating these events.

b. Marketing

Downtown Lemoore Facebook page has approximately 2,700 followers. Member Garcia and City Clerk Avalos have access to the page. When something is posted in regards to Downtown it will be shared. If any business owners would like something posted to contact Garcia or Avalos and they will have it posted.

c. Downtown Business Owners' Mixers

This year the energy needs to be built with Downtown business owners. Downtown Mixers for owners only. The next six months it is pivotal to build the energy to be ready for the New Year. Monthly Mixers would work best, Member Garcia will put together a tentative schedule for businesses to sign up for their location. NHC has offered to host the first Mixer.

5. CITY LIASON REPORTS

Community Services Director Holwell stated that Valley Pure will soft opening tomorrow, Friday, June 12th. Blue Door is also opening soon.

6. COMMITTEE MEMBER REPORTS AND REQUESTS

Member Robbins apologized for not attending the last meeting.

7. Adjournment

At 7:16 p.m. the meeting adjourned.

Approved the 9th day of July 2020.

ATTEST:

APPROVED:

Marisa Avalos
City Clerk

Jacob German
Chairperson