



DOWNTOWN MERCHANTS ADVISORY COMMITTEE

LEMOORE COUNCIL CHAMBER

429 C STREET

August 13, 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. BUSINESS

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

3-1 Approval – Minutes – Regular Meeting – July 9, 2020

3-2 Information Only – Financial Update – PBI (Holwell)

3-3 Discussion & Approval – Downtown Parking

3-4 Discussion & Approval – Landscape Maintenance & Repairs

3-5 Discussion & Approval – Downtown Social Media Management

3-6 Discussion & Approval – Outreach & Events

4. CITY LIASON REPORTS

5. COMMITTEE MEMBER REPORTS AND REQUESTS

6. ADJOURNMENT

Upcoming Meetings

Regular Meeting of the Downtown Merchants Advisory Committee – Thursday, September 10, 2020.

Regular Meeting of the Downtown Merchants Advisory Committee – Thursday, October 8, 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 August 13, 2020 at Council Chamber, 429 C Street and the Cinnamon Municipal Complex 711 W Cinnamon Drive, Lemoore, CA on August 10, 2020.

//s//

Marisa Avalos, City Clerk

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
July 9, 2020

1. CALL TO ORDER

At 6:21 p.m. the meeting was called to order.

Member Attendance:

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

City Staff Attendance:

- Judy Holwell, Community Development Director
- Marisa Avalos, City Clerk
- Mary Lerner, Attorney

2. PUBLIC COMMENT

There was no Public Comment.

3. TRAINING – Brown Act

City Attorney Lerner provided Brown Act training to those in attendance.

4. BUSINESS

4-6 Discussion & Approval – DMA Authority

Item 4-6 was moved up.

Committee Member Garcia requested the Municipal Code be reviewed and consider expanding the authority of this Committee. He stated that the sole purpose of the Committee is to comment on expenditures of the PBI. Historically the DMA has done more than that and work outside that boundary. He would like to see the DMA have the ability to make recommendations to Council, similar to the Planning and Parks and Recreation Commissions.

Spoke: Thomas Nix

Motion by Chair German, seconded by Committee Member Garcia to go to Council and ask for additional powers and duties as related to the Downtown Merchants Advisory Committee.

Ayes: Robbins, Garcia, Badasci, German

4-1 Approval – Minutes – Regular Meeting – June 11, 2020

Motion by Committee Member Garcia, seconded by Committee Member Badasci to approve the June 11, 2020 Regular Meeting Minutes.

Ayes: Garcia, Badasci, Robbins, German

4-2 Financial Update – Parking & Business Improvement Account (PBI)

Community Development Director Holwell provided a financial statement of the PBI 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 balance of \$4,770.24.

Committee Member Garcia requested the fund balance to be a standing item.

4-3 Discussion & Approval – Landscape Maintenance & Repairs

a. Planter Maintenance & Repairs

Community Development Director Holwell followed up with the landscaper and confirmed that he maintains the archways and 6 planters. A list of responsibilities will be brought at the next meeting.

Committee Member Garcia stated that Downtown beautification has been lacking for quite some time. He reached out to the City of Corcoran to learn more about their downtown maintenance process. He thinks that this item needs to be revisited and the City needs to take more responsibility in Downtown.

Committee Member German requested a tree trimming schedule. He wants to work on getting both sides of the tree trimmed. Holwell stated she would request a tree trimming schedule from Superintendent Greenlee.

Committee Member Garcia will be generating a letter to City Council to express the committees concerns and request for additional authority.

b. Planter Box Domino’s Arch

Motion by Committee Member Robbins, seconded by Committee Member Garcia to approve the purchase of one or two white rose bushes for the planter box at the Domino’s Pizza Arch.

Ayes: Robbins, Garcia, Badasci, German

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

a. Event Planning

The committee was planning to have Downtown Business Owners’ Mixer. Due to COVID-19, it is not a good time. This item will be revisited.

b. Marketing

Downtown Facebook page is lacking of content from Downtown Merchants. It would be nice to get more material more often. Consensus was received to receive three quotes for social media maintenance for the Downtown Facebook page.

4-5 Discussion & Approval – Downtown Parking

*Spoke: Thomas Nix
Owner of Maria’s Fine Jewelry*

Lieutenant Smith will be invited to the next DMA meeting to discuss the proposed two-hour parking for Downtown.

5. CITY LIASON REPORTS

Community Services Director Holwell stated the Planning Department is working on the project on the Southeast corner of Hanford-Armona Road. It will be parceled into 4 parcels to sell or lease. She does not know the timeline of when it will be built. The next meeting may not be open to the public due to COVID.

6. COMMITTEE MEMBER REPORTS AND REQUESTS

Chair German stated that NHC opened on July 4th. They have been seeing good traffic and sales. He is proud to bring something like this to Lemoore. He is happy to be in town and invited everyone to stop by.

7. Adjournment

At 8:25 p.m. the meeting adjourned.

Approved the 13th day of August 2020.

ATTEST:

APPROVED:

Marisa Avalos
City Clerk

Jacob German
Chairperson

PEI
 DATE: 08/04/2020
 TIME: 17:07:59

CITY OF LEMOORE
 DETAIL EXPENDITURE STATUS REPORT

PAGE NUMBER: 33
 EXPSTA11

SELECTION CRITERIA: (((expl edgr. key_orgn > "4200")) AND ((expl edgr. key_orgn < "4300")))
 ACCOUNTING PERIOD: 2/21

SORTED BY: FUND, DEPARTMENT, BUDGET UNIT, ACCOUNT
 TOTALED ON: BUDGET UNIT
 PAGE BREAKS ON: BUDGET UNIT

FUND - 085 - PBI A

ORGANIZATION / ACCOUNT / TITLE	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE
085-4270 4220 PBI A OPERATING SUPPLIES	5,000.00	.00	.00	.00	5,000.00
085-4270 4230 PBI A REPAIR/MAINT SUPPLIES	.00	.00	.00	.00	.00
085-4270 4310 PBI A PROFESSIONAL CONTRACT SVC	6,000.00	.00	.00	300.00	5,700.00
085-4270 4320 PBI A MEETINGS & DUES	.00	.00	.00	.00	.00
085-4270 4330 PBI A PRINTING & PUBLICATIONS	500.00	.00	.00	.00	500.00
085-4270 4335 PBI A POSTAGE & MAILING	.00	.00	.00	.00	.00
085-4270 4340 PBI A UTILITIES	.00	.00	.00	.00	.00
085-4270 4380 PBI A RENTALS & LEASES	.00	.00	.00	.00	.00
085-4270 4989 PBI A ADMIN. EXPENSE	356.00	.00	.00	.00	356.00
085-4270 9000 PBI A OPERATING TRANSFERS OUT	.00	.00	.00	.00	.00
TOTAL BUDGET UNIT - PBI A	11,856.00	.00	.00	300.00	11,556.00

PEI
 DATE: 08/05/2020
 TIME: 09:01:39

CITY OF LEMOORE
 EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 1
 AUDIT21

SELECTION CRITERIA: exp1edgr.key_orgn='4270' and exp1edgr.account between '4220' and '4850'
 ACCOUNTING PERIODS: 1/21 THRU 2/21

SORTED BY: FUND,DEPARTMENT,BUDGET UNIT,ACCOUNT

TOTALED ON: BUDGET UNIT

PAGE BREAKS ON: BUDGET UNIT

FUND - 085 - PBIA
 BUDGET UNIT - 4270 - PBIA

ACCOUNT DATE	T/C	ENCUMBRANC	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
085-4270-4270 - PBIA									
4220			OPERATING SUPPLIES		.00	.00	.00	BEGINNING BALANCE	
06/30/20	11-1				5,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL			OPERATING SUPPLIES		5,000.00	.00	.00		5,000.00
4310			PROFESSIONAL CONTRACT SVC		.00	.00	.00	BEGINNING BALANCE	
06/30/20	11-1				6,000.00			POSTED FROM BUDGET SYSTEM	
07/17/20	21-1		67545	5563 RUSTY DEROUIN		300.00	.00	FY20 -JUNE SERVICES	
07/17/20	21-1		67538	0298 LEMOORE CHAMBER		10,000.00	.00	FY20 -PO 9960 4TH QUA	
07/27/20	19-1		121-002			-10,000.00	.00	REV FY 20 - COC P.O. 9942	
TOTAL			PROFESSIONAL CONTRACT SVC		6,000.00	300.00	.00		5,700.00
4330			PRINTING & PUBLICATIONS		.00	.00	.00	BEGINNING BALANCE	
06/30/20	11-1				500.00			POSTED FROM BUDGET SYSTEM	
TOTAL			PRINTING & PUBLICATIONS		500.00	.00	.00		500.00
TOTAL BUDGET UNIT - PBIA					11,500.00	300.00	.00		11,200.00
TOTAL REPORT					11,500.00	300.00	.00		11,200.00

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

PEI
DATE: 08/05/2020
TIME: 14:57:21

CITY OF LEMOORE
GENERAL LEDGER AUDIT TRAIL

PAGE NUMBER: 1
AUDIT221

ACCOUNTING PERIODS: 1/21 THRU 2/21

(INACTIVE ACCOUNTS INCLUDED)

SELECTION CRITERIA: genledgr.fund='085' genledgr.account='2530'
TOTALLED ON: FUND,ACCOUNT,PERIOD

FUND - 085 - PBIA

ACCOUNT	DATE	T/C	REFERENCE	VENDOR/PAYER	DEBIT	CREDIT	DESCRIPTION	NET
2530						.00	BEGINNING BALANCE	
	06/30/20	19-1	NEW YEAR			20,490.89	BEGINNING BALANCE	
			TOTAL PERIOD 1		.00	20,490.89		20,490.89
TOTAL			FUND BALANCE-UNRESERVED			20,490.89		
TOTAL			PBIA		.00	20,490.89		
TOTAL			REPORT		.00	20,490.89		

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION