

**DOWNTOWN MERCHANTS ADVISORY COMMITTEE  
COUNCIL CHAMBERS – 429 C STREET  
Regular Meeting  
Thursday – March 13, 2014 – 6:15 p.m.**

**AGENDA**

1. Call to Order
2. Public Comment – *Limited to 3 minutes per person. Please approach the speaker's microphone, state your name and address.*
3. Approval of Minutes
  - a. October 3, 2013
  - b. February 13, 2014
4. Fast Credit Union Account - Financial Update/Signers
5. PBIA Account – Financial Update
6. Downtown Events
  - a. Friday Night Market
    - Start Date
    - Street Closure
    - Tables & Chairs
    - Planning
  - b. Pizza Festival – Downtown Event – April 11-13
  - c. Kings County Homecoming – Lemoore Night – May 16
7. Downtown Coordinator – Position/Funding/Recruitment
8. Publicity/Marketing Update
9. Other Business
10. Adjourn

Notice of ADA Compliance: If you or anyone in your party needs reasonable accommodation to attend , or participate in any Downtown Merchants Advisory Meeting, please make arrangements by contacting City Hall at least 24 hours prior to the meeting by calling 924-6700 or by mail at 119 Fox Street, 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 at City Hall located at 119 Fox Street, Lemoore, CA during normal business hours. In addition, most documents will be posted on the City's website at [www.lemoore.com](http://www.lemoore.com).

#### CERTIFICATION OF POSTING

I, Mary J. Venegas, City Clerk for the City of Lemoore, do hereby declare that the foregoing agenda for the Lemoore Downtown Merchants Association Regular Meeting of Thursday, March 13, 2014 was posted on the outside bulletin board located at City Hall, 119 Fox Street at or before 6:15 p.m. Monday, March 10, 2014.

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Mary J. Venegas, City Clerk

Minutes of the Special Meeting of the  
Downtown Merchants Advisory Committee  
October 3, 2013

ATTENDANCE:

Chairman Paul Jones; Committee Members Danielle Bellwood and Mari Jones;  
Project Manager Judy Holwell

ABSENT:

Vice-Chairman Miguel Nunez; Committee Member Trisha Longoria

PUBLIC COMMENT AND INQUIRY:

None.

APPROVAL OF MINUTES – AUGUST 14, 2013:

On motion by Member Bellwood, seconded by Chairman Jones, and carried, the Minutes were approved.

Ayes: Paul Jones, Danielle Bellwood, Mari Jones

DOWNTOWN COORDINATOR:

Brenda Martin resigned from the Coordinator position. The Committee acknowledged the good work that she performed. An average of 10 hours per week (520 hours per year) is allotted for this position and over 300 hours have already been used, most of which were for work associated with the Tuesday Night Market. It was discussed that after an accounting of the Market is complete, if the Market does not make enough money to cover all of its expenses, including the cost of the Coordinator, then the Downtown Merchants Advisory (DMA) Committee will request reimbursement from the City.

The Chamber CEO is responsible for hiring a new Coordinator. However, since the majority of the funding for this position has already been expended, she was asked to wait until the Market accounting is complete to see where we are financially. Project Manager Holwell will advise the CEO when to begin recruiting for the position.

FAST CREDIT UNION:

Financial Update – The FAST Credit Union Statement was presented to the Committee.

Appoint Signers – Chairman P. Jones was previously appointed to be a signer. On motion by Member M. Jones, seconded by Chairman P. Jones, Member D. Bellwood was appointed as an additional signer for the Committee.

Appoint Account Manager – It was discussed that an Account Manager be appointed that would have access to look at the financial records, but not have check signing or withdrawal capabilities. Chairman P. Jones will check to see if FAST would allow it.

PBIA – FINANCIAL UPDATE:

The Parking and Business Improvement Area (PBIA) Expenditure Audit Trail, detailing the account activity, was presented to the Committee by Project Manager J. Holwell.

DOWNTOWN EVENTS:

Tuesday Night Market – Chairman P. Jones reported that the Market is going well. It has been in the black since after week two. The Committee discussed extending the Market to October 15. On motion by Member M. Jones, seconded by Member D. Bellwood, the motion carried. Project Manager J. Holwell was asked to request the street closure from Council.

Scarecrow Festival – This event was suggested by Member M. Nunez during the last meeting. He discussed partnering with the schools to have classes make scarecrows and then display them in front of businesses. This item will be revisited next year.

Halloween Party / Haunted House – A Halloween Street Party to be held on October 26 was discussed. It was decided that the event would be held on Heinlen Street between D Street and E Street. Project Manager J. Holwell will request the street closure. MR BALLOONS will hold a Haunted House in the Depot freight room. A notice will be put in the City's Utility Bill.

Veterans Day Parade – The Committee, in partnership with the American Legion, will hold a Veterans Day Parade on November 11. Project Manager J. Holwell will request the street closure. A notice will be put in the City's Utility Bill.

Holiday Stroll – November 16 – The Chamber is handling the administration of this event. A notice will be put in the City's Utility Bill.

Other Events – None discussed.

VOLUNTEER NEWSLETTER/UPDATE:

There was no discussion.

OTHER BUSINESS:

None.

ADJOURNMENT:

The meeting adjourned at 7:55 p.m.

Approved this \_\_\_\_ day of \_\_\_\_\_, 2013.

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Paul Jones, Chairman

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Clerk

Minutes of the Special Meeting of the  
Downtown Merchants Advisory Committee  
February 13, 2014

CALL TO ORDER:

The meeting was called to order at 6:22 p.m.

ATTENDANCE:

Chairman Paul Jones; Committee Members Mari Jones, Connie Wlaschin, Grace Zavala; and Project Manager Judy Holwell

ABSENT:

Committee Members Danielle Bellwood and Charlie Meyer

PUBLIC COMMENT:

None.

OATH OF OFFICE – NEW MEMBERS:

City Clerk Mary J. Venegas administered the Oath of Office to Grace Zavala during the meeting. On November 13, 2013, Deputy City Clerk Brooke Austin administered the Oath of Office to Connie Wlaschin at City Hall.

ELECTION OF OFFICERS FOR 2014:

- a. Chairman: Paul Jones was unanimously appointed Chair of the Committee.
- b. Vice Chair: Daniel Bellwood was unanimously appointed Vice Chair.

CHANGE OF MEETING DAY AND TIME – 2<sup>ND</sup> THURSDAY OF MONTH @ 6:15 PM

By unanimous vote, the meeting day and time was officially changed to the second Thursday of the month at 6:15 p.m. The next regular meeting will be March 13.

APPROVAL OF MINUTES – OCTOBER 3, 2013:

Failed due to yes vote by two Members and abstention by two Members. Abstentions were made because they were not present at the October 3 meeting. Chairman Jones was concerned because the October 3 meeting was when the Board approved the signers for the FAST Credit Union account. Since the Minutes have not been approved, the signers names have not been added to the account yet. It was recommended that the City inform FAST about the appointed signers.

Ayes: Paul Jones, Mari Jones

Noes: None

Abstentions: Connie Wlaschin, Grace Zavala

#### FAST CREDIT UNION:

Financial Update – The FAST Credit Union Statements for calendar year 2013 were presented to the Committee. Chairman Jones announced that he is still holding funds from the 2013 Tuesday Night Market and that he will meet with Project Manager Holwell next week to get the accounting brought up to date and get the funds deposited into the FAST Credit Union account.

#### PBIA – FINANCIAL UPDATE:

The Parking and Business Improvement Area (PBIA) Expenditure Audit Trail, detailing the account activity, was presented to the Committee by Project Manager Holwell.

#### DOWNTOWN EVENTS:

##### Tuesday Night Market – Wrap up 2013 & Plan 2014

Chairman Jones recommended that the 2014 Market be changed to Friday nights. This would bring more people Downtown and would provide them with more options. Tuesday night did not have the amount of community participation that was desired and it is assumed that Fridays would be better. The Chamber's Rockin' the Arbor was discussed and the thought was that the two event, being on the same night, would increase participation for both events. On the nights when Rockin' the Arbor is running, a full band may not be hired for the Friday Night Market so as not to compete. The Board unanimously agreed that the Market should be changed to Friday nights. Chairman Jones will talk with the farmers to see when produce will be available and determine which date to begin the Market. It is anticipated that the Friday Night Market (FNM) will begin shortly after St. Patrick's Day. Project Manager Holwell will put a notice in the Utility Bill as soon as the start date for the FNM is known. Additionally, Project Manager Holwell will request the street closure from Council.

##### Pizza Festival – Discussion/Participation – April 11-13

The Board discussed holding an event in Downtown during the same time as the Pizza Festival to draw people from the City Park to the Downtown area. The two events would be able to draw on each other. The Board discussed the possibility of holding a car show and chili cook off. The Board unanimously agreed that the DMA should sponsor an event Downtown to run simultaneously with the Pizza Festival. A decision will be made during the next meeting to determine the details.

##### Kings County Homecoming – Lemoore Night – May 16

Lemoore's Homecoming Night is a Friday night, which will fit in perfectly with the Friday Night Market. Additional activities will be added to the event to honor Lemoore's Homecoming King and Queen.

#### DOWNTOWN COORDINATOR:

Project Manager Holwell reported that there is \$1,055.10 available to pay for a Downtown Coordinator for the remainder of the fiscal year (July 31 to June 30).

The Chamber CEO, Maureen Azevedo, is responsible for hiring the Coordinator and supervising the position. Chairman Jones indicated that he has someone in mind for the position and will talk to Ms. Azevedo.

**NEWSLETTER/UPDATE:**

Since the volunteer has not been attending the meetings, Chairman Jones requested that this item be removed from future agendas.

**OTHER BUSINESS:**

Vendor Permit Fees/License for Fund Raisers – A discussion ensued regarding charging all vendors participating in our festivals, street fairs, farmers markets, etc. a Vendor Permit Fee. After discussing the pros and cons, the DMA Board unanimously agreed to advise Council that a License or Permit Fee should not be charged to vendors/organizations who want to set up a booth during our local events. The entity holding the events (e.g. DMA, Chamber, other) typically charges a booth/space fee for participating. Vendors that already have a store in Lemoore already pay a Business License, so an additional Permit Fee should not be charged. Non-profit organizations are not required to obtain a Business License and should not be charged a Permit Fee either. It is assumed that most other vendors setting up booths at community events are participating as a hobby, and therefore, should not be charged a fee.

The PBIA account has funds budgeted for publicizing the Downtown. Chairman Jones recommended putting some ads on television and/or radio. He will check into it and keep the expenditure to under \$2,000. The Board Members were all in favor of this and agreed that publicizing the Downtown is necessary.

**ADJOURNMENT:**

The meeting adjourned at 7:55 p.m.

Approved this \_\_\_\_ day of \_\_\_\_\_, 2014.

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Paul Jones, Chairman

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Clerk