**DOWNTOWN MERCHANTS ADVISORY COMMITTEE**
**COUNCIL CHAMBERS – 429 "C" STREET**
**Regular Meeting**
**Wednesday August 14, 2013 – 8:15 a.m.**

**AGENDA**

CALL TO ORDER:

Public Comments and Inquiry (Limited to 3 minutes per person):

Discussion / Action Items:

1. Welcome New Member

2. Administer Oath of Office

3. Approval of Minutes – June 12, 2013

4. Fast Credit Union: Financial Update – Appoint Signers – Appoint Account Manager

5. PBIA – Financial Update

6. Downtown Lights

7. Introduction of DMA Volunteer

8. Tuesday Night Market – Update

9. Tuesday Night Market – Coordinator Services

10. Downtown Coordinator

11. Downtown Events

12. Downtown Bucks

13. Downtown Music - Muzak

14. Pizza Festival

15. Newsletter

Other Business:

Adjournment:

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 the Lemoore Chamber of Commerce office at least 24 hours prior to the meeting.  They can be reached by calling 924-6401 or by mail at 300 "E" 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.

CERTIFICATION OF POSTING

I, Brenda Martin, Downtown Coordinator for the City of Lemoore, do hereby declare that the foregoing agenda for the Lemoore Downtown Merchants Association Regular Meeting of Wednesday August 14, 2013 was posted on the outside bulletin board located at City Hall, 119 Fox Street by 5:00 p.m. Friday August 9, 2013.

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Brenda Martin, Downtown Coordinator

<p style="text-align:center">Minutes of a Regular Meeting of the<br>
Downtown Merchants Advisory Committee<br>
June 12, 2013</p>

**ATTENDANCE:**

Chairman Michael Daniel, Vice Chairman Paul Jones, Committee Members: Mari Jones, Trisha Longoria, Miguel Nunez, Project Manager: Judy Holwell

**ABSENT:**

None

**PUBLIC COMMENT AND INQUIRY:**

None

**APPROVAL OF MINUTES:**

It was moved by Vice Chairman Paul Jones, seconded by Chairman Michael Daniel, and carried that the Committee approve the Minutes of May 1, 2013.

Ayes: Mari Jones, Trish Longoria, Miguel Nunez, Paul Jones, Michael Daniel

**FAST CREDIT UNION REPORT:**

No changes-No new statement.

No activity in the month of April.

**PBIA BUDGET:**

Budget expenditures are listed with remaining balances, there were no questions.

**KINGS COUNTY HOMECOMING:**

Event was very successful. Spreadsheet provided, listing expenses and income, updated version will be provided at next meeting along with Fast Credit statement. 40 vendors signed up and 37 were present at the event. Overall vendors were pleased with this event. For upcoming events tall handled dust pans and brooms need to be purchased for easier clean up.

**FARMERS MARKET:**

There is a big interest in having a market in Lemoore, Tuesday seems to be the best day of the week for this event. If approved by City Council this event could start as early as July 2nd continuing on a weekly bases through October. There are already a lot of interested vendors and Downtown Merchants. The booth fees will be as follows: $10.00 for a regular vendor, $20 for food vendors, and no fee for Downtown Merchants. A committee will meet with the City of Lemoore to discuss this event in further detail. Members selected to meet are as follows: Paul Jones, Michael Daniels, and Judy Holwell. It was approved to move forward with a Facebook page to advertise for this event.

DOWNTOWN BUCKS:

The back of the certificate should read:  Located in the Depot 300 E Street.  A request for pricing of a Sign located in front of the Chamber is needed to identify that the Downtown Merchant coordinator is housed there.

MUZAK:

Trisha provided information from Sirius XM Radio:  There is a $42.00 startup package (upon approval from Sirius to play music on our streets) or through Dish at $52.00 the difference between the two is with Sirius they announce advertisements throughout and with Dish they do not.  Provided we have our own speakers.

DEPOT RAMPS:

At this time the board decided not to move forward with this agenda item.  It was recommended to remove from future agendas.

PIZZA FESTIVAL:

The committee has decided to become involved in the 2014 Pizza Festival.  A car show/with chili cook off has been suggested.  Work on making the Pizza Festival a bigger event; also have the DMA enter some of the contests.  A Veterans Day parade has been suggested to honor our community Veterans.

NEWSLETTER:

The sample presented is a mock up and is a work in progress.  This will be informative to the downtown merchants as well as the community.  Cost needs to be looked into for printing and distribution.  Consider hand delivering and email for distributing to the Merchants with extra copies for customers.  Include having different Merchants showcased each month.

DOWNTOWN LIGHTS:

Why does the Chamber pay for the downtown lights?  Judy will look into this issue further to figure out if the PBIA was paying this previously and have the finance director look in to the history of payment.  Pricing of previous bills paid by the Chamber were passed out to committee members.  Location of where the lights start and end needs to be determined.  Why are the bills high when there is nothing going on?

OTHER BUSINESS:

Trash cans need cleaned up and painted; DMA needs to plan a clean-up day.  Can the Leoni building be asked to be cleaned up by July?  Concerning the Halloween Street Party, Miguel suggests that local schools get involved by making scare crows to be judged and displayed at participating merchants. MR Balloons would like to put on the Haunted House again in hopes of recouping money from the previous year.  It was suggested to run the Haunted House a few days before as well.

ADJOURNMENT:

At 9:21a.m. the meeting adjourned.

Approved the _____ day of _____, 2013.

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Michael Daniel, Chairman

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Brenda Martin, Downtown Coordinator