

**City of Merced  
DOWNTOWN STEERING COMMITTEE**

**MINUTES**

7:00 p.m.  
MERCED CIVIC CENTER  
WILBUR MCMURRY CONFERENCE ROOM  
678 W 18<sup>TH</sup> STREET  
MERCED, CALIFORNIA

**MONDAY  
June 13, 2011**

**A. CALL TO ORDER**

The meeting was called to order by Vice Chairman Cliff Blauert at 7:00 p.m.

**B. ROLL CALL**

Members Present: Bob Acheson  
Cliff Blauert  
Michael Fagalde  
Jack Lemen

Members Absent: Tami Davidson  
Forrest Hansen  
Grey Roberts

Others Present: None

Staff Present: Frank Quintero, Development Manager  
Daniel Ainslie, Redevelopment Coordinator  
Maria Mendoza, Redevelopment Technician

**C. ADDITIONS/DELETIONS TO THE AGENDA**

There were no deletions or additions to the agenda.

**D. ORAL COMMUNICATIONS**

None

**E. CONSENT CALENDAR**

**E1. Minutes of March 14, 2011**

**M/S ACHESON- FAGALDE** to approve Downtown Steering Committee minutes of March 14, 2011.

The motion passed by a unanimous vote of the members present.

**F. ACTION/ INFORMATION ITEMS**

**F1. Review of 2011-12 Downtown Fund Budget**

Redevelopment Technician Maria MENDOZA gave an overview of the 2011-12 Downtown Fund Budget. The Downtown Fund is comprised of the double business license fees paid by business owners within the Downtown Business Improvement Area. Ms. MENDOZA shared that the Downtown fund was established with three goals in mind; decoration, advertising and safety. Projected expenditures in all three areas were detailed. Those included Downtown events such as Cap & Town, Market on Main and the Christmas Parade, sidewalk pressure washing and the marketing partnership with the Downtown Life Magazine for ads and a Downtown specific website.

Redevelopment Coordinator Daniel AINSLIE brought forth a suggestion from the public regarding a supplemental program to fund Police Officers using Downtown funds. Mr. AINSLIE stated that roughly \$81,000.00 would be needed to fund one Police Officer. The committee was not in favor of entertaining the suggestion.

No action was needed since the item was for review and discussion only.

**F2. Review of Entertainment Center Market Study Proposal**

Development Coordinator Daniel AINSLIE reported that the Public Financing and Economic Development Authority (PFEDA) released a Request for Proposals (RFP) for the completion of a market/feasibility study of the proposed Downtown Entertainment Complex. The Orange County firm Rosenow Spevacek Group, Inc. (RSG) was selected to complete the study. The proposed contract was for \$19,975.00 plus reimbursables. If the market study is approved by the Authority Board, it will be completed by October 2011. A deal with the private sector would ultimately have to be made for the project to move forward. City Staff applied for

a grant that would cover the expenses for the park portion of the entertainment center.

**M/S FAGALDE/LEMEN** to recommend approval of the contract to the Public Financing and Economic Development Authority Board.

The motion passed by a unanimous vote of the members present.

**F3. Review of 18<sup>th</sup> and I Street Development**

Development Coordinator Mr. Daniel AINSLIE stated that the Authority's developer, Maxwell Construction, Inc., has entered into an agreement to construct Phase I of the Midtown reconstruction project including seven units of row housing at the northwest corner of W. 18<sup>th</sup> and I Street. The ability to develop was a result of the Authority's efforts to purchase and demolish blighted property in the Midtown district. The authority owns six parcels throughout the district that will have new housing constructed upon them as funding permits.

Mr. AINSLIE shared that the style of the proposed construction would be innovative and would add new high quality housing to the neighborhood. Construction was expected to start in fall 2011.

No action was needed since the item was for review and discussion only.

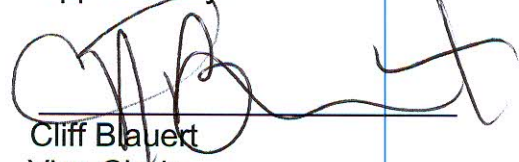
**G. ADJOURN**

There being no further business, the Downtown Steering Committee meeting was adjourned at 8:11 p.m. to the September 12, 2011 Downtown Steering Committee meeting.

Prepared by:

  
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Maria Mendoza  
Recording Secretary

Approved by:

  
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Cliff Blauert  
Vice Chair