City of Merced DOWNTOWN STEERING COMMITTEE

MINUTES

5:30 P.M.
MERCED CIVIC CENTER
WILBUR MCMURRY CONFERENCE ROOM
678 W 18TH STREET
MERCED, CALIFORNIA

MONDAY June 10, 2013

A. CALL TO ORDER

The meeting was called to order by Vice-Chairman Forrest Hansen at 5:35 P.M.

B. ROLL CALL

Members Present: Forrest Hansen

Jack Lemen
Carole McCoy
Grey Roberts

Members Absent: Cliff Blauert

Tami Davidson Michael Fagalde

Staff Present: John Bramble, City Manager

Frank Quintero, Director of Economic Development

Karen Baker, Development Associate

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 11, 2013

M/S MCCOY/LEMEN to approve Downtown Steering Committee minutes of March 11, 2013.

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

F. ACTION/ INFORMATION ITEMS

F1. PROPOSED FY 13-14 BUDGET FOR FUND 006-DOWNTOWN IMPROVEMENT AREA

Director of Economic Development QUINTERO, went over the proposed FY 13-14 budget for Fund 006-Downtown Improvement Area that will be brought before Council for approval at the June 17, 2013 Council Meeting.

He answered questions regarding the Professional Services line item of the budget and gave examples of what unknown services that fell under "other" could potentially come up over the next fiscal year including repair of damaged benches, fixtures, addition of a camera, directional signs or additional security for a specific event.

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

F2. MEMBERSHIP CONSIDERATION FOR RE-STRUCTURING OF THE DOWNTOWN STEERING COMMITTEE

Director of Economic Development, QUINTERO, presented options regarding the restructuring of the Downtown Steering Committee. Recommendation to Council will be presented in the August 2013 Council Meeting. QUINTERO stated that 80% of the funds are being spent in 20% of the Downtown area which is considered the Core and would like the Downtown Steering Committee to have representation and input from businesses that are not being currently heard from. The Downtown Survey focus groups will be held on June 25, 26, and June 27th at United Way to help guide where the special dedicated fund should be spent. The three focus groups represent the Core, East end businesses and West end businesses. QUINTERO suggested that the new Downtown Steering Committee meet eight times a year rather than quarterly. Suggestions were made by the Committee to include a tenant in Downtown, a member of the EDAC Committee, a UC Merced representative, a business owner who has a history as well as having youth represented. With the suggestions from the Committee, QUINTERO stated that the new Committee would increase from seven to nine members.

M/S GREY/MCCOY to make recommendation that the new Downtown Steering Committee meet quarterly, increase from seven to nine members, and include additional representatives suggested by the Committee.

F3. DOWNTOWN MERCED ACTIVITY UPDATE

Development Associate, Karen BAKER gave an overview of Downtown activities including a recap of the success of the Cap & Town Festival, UC Merced Graduation, an introduction of California Restaurant Month, and the new business that opened in Downtown "At the Pier". Committee member GREY reported on the successful events being held at the Merced Theatre.

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 6:16 P.M. to the September 9, 2013 Downtown Steering Committee meeting.

Prepared by:

Karen Baker

Recording Secretary

Cliff Byavier

Approved b

Chair