

DLMA Meeting Notes

Date: Wednesday, July 8, 2026

Time: 5:30 PM

Location: The She Shack, 238 W D St, Lemoore, CA 93245

In attendance: Megan Robnett (Plain Insane Graphix), JR Magnia (MR Balloons), Mike Betcher (Sarah Mooney Museum), Diane Badasci (Lemoore Furniture), Jeff Garcia (Family Eye Care), Joyce Smith (Lemoore Hardware), Jackie Hernandez (The She Shack)

Old Business

- **Bylaws update: we added to the bylaws electronic voting and signatures.** The motion to incorporate the bylaws was done by Jeff Garcia, Seconded by Jackie Hernandez. Voted and passed unanimously. Signed by Jr Magnia and Jackie Hernandez.
- **DLMA bank account: confirm progress and any remaining setup needs.** Now that the bylaws are passed, we can open the account at FAST. Gina Arcino and Megan Robnett will have completed the next meeting.
- **Downtown Discount Card: recap from committee on 4th of July event, sales, merchant participation, sponsors, etc.** The 4th of July event wasn't as populous as we had hoped. So far there are 14 merchants participating and we have received 2 sponsorships. There are 6 additional merchants that we know would be interested in participating. So far, we have brought in \$1,030.
- **Holiday Stroll: determine whether to re-examine now or keep in the parking lot for a future meeting.** Motion raised by Jeff Garcia and seconded by Jackie Hernandez to proceed with bringing back the Holiday Stroll this year. Voted and passed unanimously. The event will be on November 21. The Sarah A Mooney Museum will have their pictures with Santa event with the Holiday Stroll instead of at the tree raising. A committee was formed for this, headed by Jackie Hernandez, in addition to Jeff Garcia, Diane Badasci, Mike Betcher.
 - Discussed decorating contest or tree decorating contest which can be raffled off the day of the event.
 - Possibly having a theme for the event, All American Christmas was brought up but will be determined by the committee.
 - Hot cocoa contest amongst the merchants
 - Pre-selling tickets for \$10, including a \$5 VIP card and commemorative mug with tote bag. Determining group ticket pricing for families.

Additional notes – city looking into updating municipal code to allow for temporary (1 day) business licenses for vendors.

New Business

- **Upcoming downtown promotions and collaborative marketing ideas.** August 1 is the Summer Bash event at Veteran's Park put on by the City Rec Dept. Megan will organize a table setup to promote the DLMA and the VIP Card. Summer Bash is 4:00pm-7:00pm

- ***Does the DLMA want to take over the Planter Adoption Program*** – Wendy and Melanie are currently overseeing the program for the City. We would not need to do anything. Discussed but tabled it for a future action item.
- ***Discussion on the pole banners in Downtown (JR)*** - There is still another year on the contract. Discussed petitioning the City to not renew the contract and the possibility of the DLMA taking over the marketing program or getting their own banners. Tabled for future discussions.
- ***Guest update from Marissa Trejo***
 - ***Upcoming water meter installation requirements and potential impacts to downtown property owners.*** The City is currently out of compliance with a new law passed in 2004 (A2574?) that requires each business location to have its own water meter. They were supposed to have it done by Jan. 1 2025, but it wasn't so they are now in a rush to get it done. The City is putting in the infrastructure, but it will be up to the downtown building owners and at the owners' cost to connect their buildings into the City main (line). This mainly affects the businesses located on D Street which have been on a fixed rate plan in the past because a lot of them do not have their own water meter. This ideally shouldn't affect the amount of the water bill. Letters should be going out to building owners and merchants who are affected soon.
 - ***Downtown activity idea inspired by Springdale, Arkansas, for possible local adaptation*** – introduced cute idea of a hot cocoa contest between merchants if we are bringing back the Holiday Stroll
 - ***Introduction of the new Business Services Specialist, the City's primary contact for current and prospective business owner inquiries*** – Jessica Davis is the new contact for business development, for licensing and getting new businesses up and going.

Open Floor / Member Announcements

- Lemoore Flower Shop building was purchased by the owners of Sanctuary Juice for redevelopment
- New merchant coming in Supreme Supplements – grand opening July 18 – 311 Heinlen Street
- Upcycle Revolution (non-profit) moved to a new location on E Street. She is not open yet but is interested in the VIP program once she is. She is also interested in the DLMA working with her for a possible ribbon cutting.
- New thrift store moving in on D Street, have not received any more information about when they are opening.

Action Items & Next Steps

- Open DLMA bank account (Gina Arcino and Megan Robnett)
- Jackie Hernandez to set up time for the Holiday Stroll committee to meet
- Jackie Hernandez to ask the Chamber if we can get a copy of the downtown marquee cabinets to post events
- Megan to continue to push advertising for the VIP Card

Next DLMA Meeting

August 19, 2026 at 5:30PM at The She Shack, 238 W D St, Lemoore, CA 93245

Attendance

Megan Robnett – Plain Insane Graphix (Board Member)

JR Magnia – MR Balloons (Board Member)

Jackie Hernandez – The She Shack (Board Member)

Diane Badashi – Lemoore Furniture / Hardware

Joyce Smith – Lemoore Hardware

Mike Betcher – Sarah Mooney Museum

Jeff Garcia – Family Eye Care

Jessica Davis – City Employee – Business Services Specialist (Guest)

Marissa Trejo – Lemoore City Manager (Guest)