

Downtown Lemoore Merchants Association

Board & Membership Meeting Notes

Date: Wednesday, August 19

Time: 5:30 PM

Location: The She Shack, Lemoore

1. Call to Order – Welcome & introductions of guests and new members

2. Committee & Program Updates

- Holiday Stroll (Chair – Jackie)
 - Date Nov 21, 2026 from 3pm to 7pm
 - Shiela has 4 local youth groups scheduled for entertainment already
 - Possible Rotary Cookie Decorating Table(?)
 - Do we want to allow outside vendors or keep focus on downtown merchants?
 - Allow outside merchants but limit types so not in competition(?)
 - Encourage Downtown Merchants on the outskirts to bring in activity and info booths to D Street
 - Looking into having Santa at the Gazebo – Joe Neves confirmed for 3pm-7pm
 - Jackie to work with Shiela to get permits for City taken care of to have event
 - Dr Garcia will donate small trees to businesses downtown. Businesses will decorate, and the DLMA will sell \$5 raffle stub sets so guests can roam and enter to win to generate some revenue for the organization.
 - No Hot Chocolate giveaway/contest - uncertainty about health dept. - have a group come sell hot chocolate
 - Needs – Sponsorship structure for sponsorship letters to go out. Save the date flier. Downtown Merchant info letter for participation.
 - **Action - Committee meeting for Downtown Stroll scheduled for Tuesday, August 25, 2026 at 5:30 at the She Shack.**

3. Old Business

- The DLMA now has a bank account (at FAST), and any money taken in on www.downtownlemoore.com will automatically be deposited into the bank account. The DLMA site is able to sell event tickets, collect donations, sell items, etc.
- Gina to work on reconciling the books and setting up system going forward
- Filing for non-profit status with the IRS could cost up to \$600 fee.
 - **Action - Motion by Jeff Garcia to move forward with filing the non-profit documentation** and for the DLMA to pay up to \$600 to file with the IRS. Seconded by Phil Wren. Vote taken - passed unanimously.

4. New Business

- October Events
 - Review email from Marissa at the city asking how the DLMA would like to proceed with the Candy Crawl, with a proposal from Real (real estate) to do a Trunk or Treat downtown.
 - DLMA doesn't want to change anything with the City's Candy Crawl.

- **Action - Shanna Caldwell to head committee for Downtown Halloween event,** with JR and Shiela volunteering to help. They will come together with more info for the next meeting on potential cost to the DLMA, direction, and what would be involved.
- Marketing Opportunities (Megan)
 - Do we want to do a co-op table (decor) for the Salute to Banquet – Oct 2 – **Action - Table for discussion next meeting**
 - Do we want to have a booth at the Cars & Cops Event – Oct 17 – **Action – Motion by Mike Betcher to have info booth for DLMA at the Cars & Cops event. Seconded by Shanna. Vote called, passed unanimously.**
 - Mike will head table setup and manning.
 - Do we want to set up a booth at the Museum Open House – Oct 17 – **Action – Mike will setup whatever is at the Cars & Cops event here as well since it's on the same day.**

5. Upcoming Dates

- New to Downtown / Introductions / Grand Openings
 - Hand Picked & Curated Thrift Store. Introduced their new business. 405 W D St #E
 - South Valley Medicare Enrollment Center. Introduced new business. Grand opening on Sep 08, 2026, 1:30 PM – 4:00 PM, 310 Heinlen
- Downtown events
 - Legends of Lemoore Cemetery Walk, put on by the Sarah A Mooney Museum, Sep 26, 2026, 8:30 AM – 12:00 PM Lemoore Cemetery, 1441 N Lemoore Ave. Looking for sponsors and raffle donations.
 - Cars & Cops car show in Downtown Lemoore (D Street) put on by the Lemoore Police Association – October 17, 9am to 1pm. Any downtown merchants can be a vendor. Contact Shiela Taylor
 - Sarah Mooney Museum Mixer, Oct 17 from 6:00pm to 8:00pm (contact Mike Betcher for more information)

6. Adjournment

Attendance

Megan Robnett – Plain Insane Graphix (Board Member)
 Gina Arcino – Family Eye Care (Board Member)
 JR Magnia – MR Balloons (Board Member)
 Jackie Hernandez – The She Shack (Board Member)
 Jeff Garcia – Family Eye Care
 Shanna Caldwell – Real real-estate group
 Mike Betcher – Sarah Mooney Museum
 Phil Wren – Bird Street Brewery
 Shiela Taylor – Volunteer

Diane Badashi – Lemoore Furniture / Hardware
 Victor LaVeanway – Lemoore Tire and Auto
 Larry Hardper – Real Brokerage
 Laura Oliver Real Brokerage
 Candy Barnhart – Real Brokerage
 Donald Champ – South Valley Medicare
 Santos – Hand Picked & Curated Thrift Store
 Gerardo - Hand Picked & Curated Thrift Store