

DOWNTOWN LEMOORE MERCHANTS ASSOCIATION

September Meeting Agenda

Wednesday, September 16, 2026 | 5:30 PM

The She Shack – Downtown Lemoore

1. Welcome & Introductions

- Call meeting to order
- Welcome merchants, community members, and guests

2. Association Business

- Treasurer update (Gina)
- Downtown merchant news and announcements

3. Old Business

- Marketing – do we want to do a combined table decoration for Salute to Ag
- Trunk-or-Treat for October – Shanna has decided not to do the trunk-or-treat, focusing on the city Candy Crawl, and hopes to plan for a trunk-or-treat next year with more time.

4. HOLIDAY STROLL PLANNING (Jackie)

Saturday, November 21, 2026, 3:00pm to 7:00pm

Event Goals & Overall Plan

- Review vision and goals for this year's Holiday Stroll
- Downtown footprint / street closures
- Estimated attendance and needs

Merchant Participation

- Downtown businesses participation/sign up (Jeff Garcia)
 - Tree Decorating
 - Street Booths – FAST Credit Union, K&K Vet(?), Aria(?)
 - At location participation

Activities & Entertainment

- Live music and entertainment
 - Confirmed performances – Movement Factory, Shilght Cheerleaders, Lemoore Boxing Club.
- Children's activities
 - Cookie Decorating with the Rotary Club - confirmed
 - Petting Zoo or animal car rides with K&K Vet(?)
 - Pictures with Santa – confirmed
- VIP Discount Card deals from merchants
- Food and beverage options
- Other attractions and activities

Sponsors

- Monetary Sponsorship
 - Top Hook Realty - \$325
 - Aria - \$300
- In-Kind Sponsorship
 - Family Eye Care – Tree Donations
 - Campesinos – Port-a-potties
- Businesses and organizations to approach

Marketing & Promotion (Megan)

- Timeline for advertising
 - Sponsorship Campaign – Pushed Out
 - Save the Date Campaign
 - Cross-promotion by participating merchants
 - Promotion of Activities & Performance Groups
- <https://www.downtownlemoore.com/holiday-stroll>
 - Holiday Stroll info & sponsors tied to QR Code

- Link to Activities & Schedule (when available)
- Flyers and posters
 - Banners donated by PIG
- Local media / community calendars

Decorations & Downtown Atmosphere

- Downtown Christmas decorations – talk with city about when they will be putting up the decorations
- Photo areas – Rotary will be decorating the Downtown Plaza
- Storefront decorating
- Signs with QR code for info and schedules

Volunteers & Staffing

- Volunteer needs
- Setup / cleanup crews
- Event information booth, giving away bags with VIP cards & event info – manned by Mike Betcher
- Activity coordinators - Shiela
- Assign responsibilities

Budget & Expenses

- Estimated event expenses
- Sponsorship revenue
- Advertising
- Decorations and supplies

Action Items & Deadlines

- Assign Holiday Stroll responsibilities
- Establish deadlines
- Determine what needs to be completed before the October meeting

5. New Business & Merchant Roundtable

- Merchant announcements
- Downtown concerns
- New ideas and suggestions

6. Next Meeting

- Confirm October meeting date
- Holiday Stroll progress review

7. Adjournment

Downtown Lemoore Merchants Association

Working together to support, promote, and strengthen Downtown Lemoore.