

**THE CERES DOWNTOWN REVITALIZATION AREA BOARD
SPECIAL MEETING
MINUTES**

MAY 15, 2012

MEETING CALLED TO ORDER: 5:30 p.m.

ROLL CALL:

PRESENT: Chapman, Del Nero, Molina, Smith

ABSENT: Kachel

ALSO PRESENT: Deputy City Manager Sheila Cumberland, Planning,
Building & Housing Division Manager Tom Westbrook,
Recreation Supervisor Cambria Pollinger, Secretary Ann
Montgomery

PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was led by Chairperson Molina.

CONFLICT OF INTEREST DECLARATION:

None

CITIZEN COMMUNICATION:

None

**APPROVAL OF AGENDA AS POSTED (OR AMENDED) AND
CERTIFICATION OF POSTING:**

It was moved by Commissioner Smith; seconded by Commissioner Del Nero, to approve the agenda as posted; Carried 4/0.

NEW BUSINESS:

1. Consideration of banners for the Concerts in the Park series.

Planning, Building & Housing Division Manager, Tom Westbrook reported that at the last Planning Commission meeting on May 7th, the idea for purchasing banners to advertise the Concert series which begins in June, was pitched. The Planning Commission requested to see samples before the authorization was given to expend the budgeted funds.

Recreation Supervisor, Cambria Pollinger presented a packet of sample banners for the CDRAB board to review. She explained that the lead time consists of three weeks for the banners to get printed. If the CDRAB Board selects one of the options presented this evening, we can hopefully get the banners printed and installed by the first week in June, so we can advertise the Concert Series this year. If a decision isn't made, we'll have to forego ordering the banners until next year.

Ms. Pollinger reported that she spoke with the Streets Division and they referred her to local business, Safe T Lite for printing signs and banners. They quoted her some prices for a quantity of six banners, in digital format. This would enable us to use a photo on the banners. She stated that we have 21 potential sites/poles for banners in the area; 18 poles down 4th Street, some on Lawrence and one on 3rd Street, near the Fire Station.

Commissioners' Questions:

- Commissioner Smith asked if the large sample indicates the proposed size of the banner.

Ms. Pollinger responded yes, it is 24" x 60."

- Commissioner Smith inquired about the price quote, the quantity of banners desired, and the budget available.

Ms. Pollinger reported the quote as \$108.00 each, and she'd like to purchase at least six. Currently we have \$11,000 in the budget, \$6,000 of which is CDRAB funds. The intention of that CDRAB funding was to promote downtown activity; specifically the Concerts in the Park series. She also pointed out that with no dates printed on the banners, they can be used for several years.

- Commissioner Del Nero inquired if we could use different pictures on the banners.

Ms. Pollinger stated that could be done, perhaps in batches of six. There may be an additional art set up fee for each design.

- Commissioner Chapman commented that he liked the example with the yellow background, and he prefers the picture with the gazebo. He asked if we are going to have additional signs other than the pole signs, similar to the ones we have for the Ceres Street Faire.

Ms. Pollinger clarified that she would like to see that. If we were to choose a design that could be on those banners in addition to signs that would be staked into the ground at specific focal points, she believes that could happen.

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The large banner to hang across the street would take quite a bit of research, planning and approval. It won't be feasible to try to do this year, but perhaps she can bring it to the CDRAB Board next year for consideration.

- Commissioner Smith suggested replacing the large sign that is positioned on the corner that states "Concerts in the Park."

Ms. Pollinger remarked that a gentleman from the Historical Society has painted that sign for the past 20 of the 25/26 years that we've been conducting the "Concerts in the Park" series, and she doesn't want to offend him. Perhaps we could jazz the sign up a little bit and/or have something more weather resistant, as that sign is made of wood.

Mr. Westbrook mentioned that we want to be consistent with our plans for these banners, and use the same set-up as the existing Street Faire banners, because it's easy for the installation company to take down, store and put up the same quantity; eight.

- Commissioner Smith recommended that a Sign Plan for next year should begin to be developed now, and present to the CDRAB Board, perhaps by the end of summer.
- Commissioner Chapman stated that it is very important that we market Ceres a certain way. When we decide on something now, it should be temporary. However, we should come back together and discuss how we could really market Ceres, with the CDRAB funding and really do something that is a long term plan, that stays consistent with what our ideas are of what we want downtown Ceres to look like.
- Chairperson Molina inquired if we can utilize the Ceres Youth Commission to assist with coming up with design concepts, as young people come up with bright thoughts.

Ms. Pollinger agreed with that idea, as they assist her during the concerts, and they were part of the development of the Community Center.

- Commission Del Nero wondered if we might want to put the word "Free" on the banner.

Ms. Pollinger replied that we could go with the words "Free Family Fun," as it's important to convey to our citizens that the city is still offering some free programming for them.

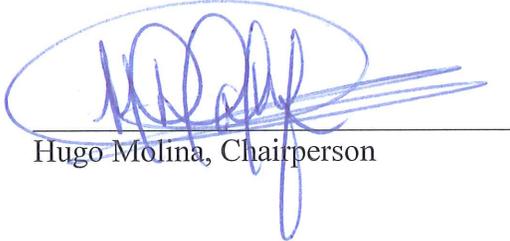
- Commissioner Chapman suggested we choose the "Free Family Fun" banner, but with a soft yellow background.

It was moved by Commissioner Smith; seconded by Commissioner Chapman to approve the "Free Family Fun" sign with modifications, and request that Recreation Supervisor, Cambria Pollinger come back in August with a conceptual plan for future sign development, and limit the number of banners ordered to be up to 12, along with four 4' x 8' double-sided signs for staking in ground; Carried 4/0.

ADJOURNMENT:

The Board adjourned at 5:57 p.m. to the next regularly scheduled meeting of Monday, June 4, 2012.

APPROVED:



Hugo Molina, Chairperson

ATTEST:



Tom Westbrook, Secretary