

MINUTES

Garden Grove Main Street Commission

November 10, 2011

Community Meeting Center
11300 Stanford Avenue, Garden Grove

A Regular Meeting of the Garden Grove Main Street Commission was called to order in the Council Chamber of the Community Meeting Center, 11300 Stanford Avenue, Garden Grove, on Thursday, November 10, 2011, at 9:00 a.m.

ROLL CALL: PRESENT: (5) CHAIR HARRIS,
COMMISSIONERS: COLEMAN, DALAT, FARAMAND,
AND PECOR
ABSENT: (1) VICE CHAIR WEIMER

ALSO PRESENT: JANET PELAYO, JOHN MONTANCHEZ (COMMUNITY SERVICES)

PLEDGE OF ALLEGIANCE – Chair Harris

1. ORAL COMMUNICATIONS – PUBLIC

Peter Katz commented on the closure of too many streets during the Korean Festival. He would like to see the Main Street Commission have a say during negotiations of the Korean Festival.

2. WRITTEN COMMUNICATIONS

None.

3. MINUTES

3.a. File and receive the minutes of September 8, 2011.

Action: The vote carried unanimously.

4. DISCUSSION ITEMS

4.a. Financial Statements: August 2011 and September 2011

Action: The vote carried unanimously to receive and file the Financial Statements as presented.

4.b. Festivals

Janet Pelayo spoke regarding the history and process of the different festivals: There are four (4) festivals that take place in the City of Garden Grove: ARAB, KOREAN, STRAWBERRY AND THE TET

They have all been in place for at least ten (10) years.

Each festival submits a proposal, which states what type of event, the location of the event and the purpose of the event. One of the requirements is that the proceeds go back into the community. The proposal is reviewed by City Council, once it is reviewed and accepted by City Council an agreement is drafted, each agreement is a bit different based on the needs of the festival; it is also either a one (1) year, three (3) year or five (5) year agreement for each event.

The festivals are not charged any fees. Any proceeds go back into the community; there is an initial deposit, which is used only for direct costs to the City the City receives no monetary profit from the festivals.

Organizations can submit grant applications to the Strawberry Festival, which is accepting applications at this time.

Mike Silva addressed the Commission, the Korean Festival prevented his business from being opened as the streets were closed and the parking lot was being used for festivalgoers and there was not enough parking for patrons of the businesses. It is hopeful that the Main Street merchants will be considered when choosing a route for the street closures.

It was noted that next year staff would start earlier working with the Korean Festival so businesses will have an opportunity to voice their concerns and issues.

Commissioner Coleman noted that more porta-potties are needed during the festivals as most patrons only wanted to use his restrooms.

Commissioner Pecor suggested a portion of parking be set-aside for Main Street patrons. Staff will research this suggestion and get back with this Commission.

Staff will take this back to the Strawberry Festival meetings and ask that the Commission be included in the planning of some of the items that impact Main Street.

Staff reiterated that there is no profit to the City from these festivals.

4.c. Street Benches

Staff researched advertising benches; there is a City ordinance that requires any type of advertising bench or shelter to be placed at active bus stops only. For a bench that would be in keeping with the look and character of Main Street the cost would be approximately \$1000 per bench. This cost can be included in the budget review this coming January. Donated benches can be installed after approval of proper permits through the City.

5. MATTERS FROM COMMISSIONERS

6. MATTERS FROM STAFF

7. ADJOURNMENT:

The meeting was adjourned at 9:30 a.m. The next meeting of the Garden Grove Main Street Commission will meet on Thursday, January 12, 2012 at 9:00 a.m. in the Council Chamber at 11301 Stanford Avenue, Garden Grove.

Respectfully Submitted

Rosemarie Jacot, Recording Secretary