



LOS BANOS DOWNTOWN ASSOCIATION

PROPERTY AND BUSINESS IMPROVEMENT DISTRICT (PBID)

REGULAR QUARTERLY BOARD OF DIRECTORS MEETING AGENDA

**Thursday, July 16, 2026
10:00 A.M.**

Los Banos Downtown Association Office
907 Sixth Street
Los Banos, California 93635

1. CALL TO ORDER

2. ROLL CALL

Alvaro Sanchez, President

David Sousa, Vice President

Diana Pfitzer, Secretary

Sandie Silva, Treasurer

Tareq Husein, Past Chair

Tom Kaljian, Director

Taylor Wolfsen, Director

3. APPROVAL OF AGENDA

Recommendation:

Approve the agenda as presented.

4. PUBLIC FORUM

Members of the public may address the Board of Directors on any matter within the jurisdiction of the Los Banos Downtown Association/PBID. Pursuant to the Ralph M. Brown Act, no action shall be taken on items not appearing on the posted agenda except as authorized by law.

Speakers are limited to three (3) minutes per person.

5. CONSENT CALENDAR

A. Approval of Previous Board Meeting Minutes

Recommendation:

Approve the minutes as presented.

6. TREASURER'S REPORT

Presentation of the quarterly financial report.

Recommendation:

Receive and file the Treasurer's Report.

7. CHIEF EXECUTIVE OFFICER / EXECUTIVE DIRECTOR REPORT

A. Fourth of July Celebration

- Event recap
- Attendance
- Sponsorships
- Fireworks Booth
- Vendor participation
- Revenue summary
- Volunteers
- Public safety coordination
- Marketing
- Event evaluation

B. Farmers Market

Update regarding:

- Vendor participation
- Entertainment
- Sponsorships
- Marketing
- Operations
- Community participation

C. Farm to Table Dinner

Update regarding:

- Event planning
- Sponsorships

- Ticket sales
- Marketing
- Volunteer recruitment
- Receipt of three (3) bids for event services
- Project timeline

D. Veterans Banner Program

Program update.

E. Audit and Annual Report

Update regarding:

- Independent Audit
- Annual Report
- Outstanding auditor requests
- Attorney audit inquiry letter
- Coordination with Berger & Company
- Coordination with Price Paige & Company
- Estimated completion schedule

F. Downtown Programs and Projects

Update regarding:

- Downtown Beautification
- Banner Program
- Security Camera Program
- Downtown Music Program
- Business Outreach
- Upcoming Events

8. DISCUSSION AND POSSIBLE ACTION

A. Annual PBID Assessment Adjustment

Discussion and possible action regarding the annual Property and Business Improvement District (PBID) assessment adjustment in accordance with the adopted Management District Plan.

The Board may consider:

- Maintaining the current assessment rate;
- Approving a Consumer Price Index (CPI) adjustment, if authorized under the Management District Plan;

- Approving an assessment adjustment not to exceed the maximum authorized under the Management District Plan; or
- Providing other direction consistent with the Management District Plan.

Recommendation:

Discuss and take action as deemed appropriate.

B. Marketing, Event Photography and Media Services

Discussion and possible action regarding marketing, event photography and media services.

Discussion may include:

- Proposal submitted by Jade Horn.
- Compensation for event photography services.
- Review of current marketing and photography services.
- Communication and responsiveness of current service provider.
- Quality and completeness of event photography.
- Fourth of July event photography coverage.
- Future marketing, media and promotional needs of the Association.

Recommendation:

Provide staff direction.

C. Audit, Annual Report and Organizational Communications

Discussion and possible action regarding:

- Independent Audit
- Annual Report
- Attorney audit response
- Organizational communications
- Public information
- Strategies for responding to misinformation affecting the Association
- Organizational transparency and public outreach

Recommendation:

Provide staff direction.

D. Farm to Table Event Services

Discussion and possible action regarding the review of three (3) bids received for Farm to Table event services and consideration of awarding a contract.

Recommendation:

Review proposals, select a vendor, and authorize the Chief Executive Officer/Executive Director to execute the agreement on behalf of the Association.

9. CLOSED SESSION

A. Public Employee Performance Evaluation

Government Code § 54957(b)(1)

Employee Title: Chief Executive Officer / Executive Director

Annual performance evaluation.

B. Conference with Labor Negotiators

Government Code § 54957.6

Agency Designated Representatives: Board of Directors

Unrepresented Employee: Chief Executive Officer / Executive Director

Conference regarding salary, compensation, benefits, employment agreement and other terms and conditions of employment.

10. REPORT OUT OF CLOSED SESSION

Report of any reportable action taken during Closed Session.

11. BOARD MEMBER COMMENTS

Board Members may provide brief comments or announcements. No action shall be taken.

12. ADJOURNMENT

CERTIFICATION OF POSTING

I hereby certify that this agenda was posted in accordance with the Ralph M. Brown Act and the Los Banos Downtown Association Bylaws by posting the agenda in a publicly accessible location at least seventy-two (72) hours prior to the meeting.

Posted: July 13, 2026, at or before 10:00 a.m.

Maribel Garcia

Chief Executive Officer / Executive Director
Los Banos Downtown Association / PBID