

**CITY OF CALEXICO**  
**BUSINESS IMPROVEMENT DISTRICT**  
**SPECIAL MEETING AGENDA**

**TUESDAY**  
**NOVEMBER 15, 2016**

**City Hall**  
**608 Heber Avenue**  
**Calexico, CA**

6:00 P.M.

Mark Halloway, Chair  
Eduardo Lopez  
Armando Martinez

Luis Castro, Mayor  
Armando Real, Mayor Pro-Tem  
John Moreno, Councilmember  
Maritza Hurtado, Councilmember  
Joong Kim, Councilmember

Armando G. Villa, City Manager

**AGENDA**

CALL TO ORDER AND ATTENDANCE  
PLEDGE OF ALLEGIANCE  
APPROVAL OF AGENDA

**PUBLIC COMMENTS AND PUBLIC APPEARANCES**

NOTE: (Not to Exceed 3 Minutes) This is the time for the public to address the Business Improvement District Board on any items on the meeting agenda. The Chair will recognize you and when you come to the microphone, please state your name and place of residence for the record. While members of the public are encouraged to participate, it is unlawful to disturb or delay the meeting with personal or slanderous remarks. If the item you wish to comment on is on the agenda, we will take your comment when we get to the item on the agenda. Please direct your questions and comments to the Board.

**PRESENTATIONS - NONE**

**DISCUSSION AND POTENTIAL ACTION**

1. Discussion/Action – November 50/50 advertising update & Black Friday promotions
  - a. Hechos & Opinion
  - b. MC Marketing
  
2. Discussion/Action - Review Proposals for Holiday Parade Event December 10, 2016

**INFORMATIONAL**

**ITEMS FOR NEXT MEETING**

**ADJOURNMENT**

It is the intention of the City of Calexico to comply with the Americans with Disabilities Act in all respects. If you are a person with a disability who requires a disability-related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, please request such modification or accommodation from the City Clerk at (760) 768-2102. Notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting. Please advise us at the time whether you will require accommodations to participate in meetings on a regular basis. Any person affected by any application on this agenda may submit their concerns in writing prior to the meeting or appear in person and be heard in support or opposition to the proposal at the time the matter is considered on the agenda. The staff reports, applications and environmental documents may be viewed at either the office of the office of the City Clerk, 608 Heber Avenue from 8:30 a.m. until 5:30 p.m. Monday through Thursday, except legal holidays. Telephone inquiries may be made at (760) 768-2102. If you challenge any agenda issue in court, you may be limited to raising only those issues that you or someone else raised at the public meeting described in this notice, or in written correspondence delivered to the City of Calexico at, or prior to, the public meeting.