



MINUTES

REGULAR MEETING OF THE HEMET REDEVELOPMENT AGENCY

January 29, 2008

1:00 pm

www.cityofhemet.org

City of Hemet Council Chambers

450 E. Latham Avenue

Please silence all cell phones

Call to Order

Chairperson VanArsdale called the meeting to order at 1:33 p.m.

Roll Call

PRESENT: Board Members Lowe, McBride and Searl, Vice Chairperson
Christie and Chairperson VanArsdale

ABSENT: None

Work Study

1. Review of Conceptual Plan for Pub/Restaurant in Downtown - Deputy Executive
Director Orme
Approve conceptual plan, and direct staff to identify and negotiate with potential
Pub/Restaurant Owners

Mark Orme, Deputy City Manager, showed the Board the conceptual site design done
by Beach Construction for a two story family oriented pub/restaurant to be located on the
northeast corner of Carmalita and Florida Avenue. Staff is looking for approval of the
conceptual design and direction to identify and negotiate with a potential owner.

Eric Vail, Agency Attorney, approval today will only be of the concept, this project will
go through the normal city development process.

The Board approved the concept and directed staff to identify and negotiate
with potential owners.

Howard Tounget, Hemet, there are businesses in the downtown that disagree with this
concept. There is no parking and the design takes parking away from existing businesses.
This business will be in direct competition with Chappy's, Boy's Burger and Oryz.

2. Sponsorship Agreement with Ronnie Kovach's Outdoor Enterprises to provide Radio and Television promotion of Hemet and Diamond Valley Lake - Assistant Executive Director Baker

Presentation by Ronnie Kovach's Outdoor Enterprises regarding the sponsorship agreement, with possible direction to staff

This item was discussed with Departments Item No. 4.

Recessed to the Housing Authority meeting at 1:41 p.m.

REGULAR SESSION

7:00 p.m.

City of Hemet Council Chambers

450 E. Latham Avenue

Call to Order

Chairperson VanArsdale called the meeting to order at 7:19 p.m.

Roll Call

PRESENT: Board Members Lowe, McBride, Searl, Vice Chairperson
Christie and Chairperson VanArsdale

ABSENT: None

Consent Calendar

3. Minutes for January 8, 2008

_____(Staff recommends approval/Deputy Secretary McComas)

Board Member Lowe moved and Board Member McBride seconded a motion to approve this item as presented. Motion carried 5-0.

Communications From the Public

There were no communications from the public at this time.

Departments

4. Approve a Sponsorship Agreement with Ronnie Kovach's Outdoor Enterprises to provide Radio and Television promotion of Hemet and Diamond Valley Lake

(Staff recommends approval/Assistant Executive Director Baker)

Duane Baker, Assistant City Manager, introduced Ronnie Kovach and representatives from Arrowhead Financial and Sawyer Insurance Groups.

The Television spot advertising Diamond Valley Lake (DVL) and Hemet was shown to the City Council.

Ronnie Kovach, the radio spots are heard weekly on Mr. Kovach's show. Three more films for TV are planned for 2008 on Lake Skinner and DVL. Representatives from the 4th largest radio signal in California, KLAA, are pleased that Mr. Kovach's show has moved to their network. Mr. Kovach introduces long time sponsors and advertisers Darrel Olson and Al Grout.

Darrel Olson, Arrowhead Financial Group, long time partnership with Ronnie Kovach, encouraged the City of Hemet to continue its partnership.

Al Grout, Sawyer Cook Insurance Group, long time partnership with Ronnie Kovach. There is a desire amongst fishing enthusiasts to come to Hemet and DVL. Encouraged the City Council to renew the contract and invest in the future.

Board Member Lowe, the presentation was requested to determine if there is a way to measure the exposure or success.

Mr. Kovach, the ability to produce a radio show and survive in Los Angeles for 15 years with long time sponsors is testimony of the shows success. Mr. Kovach explained the exciting things that are in store for 2008.

Board Member McBride, recommended that Mr. Kovach sponsor a tournament at DVL. Chairperson VanArsdale, recommended that partners such as MWD be obtained.

Board Member Lowe moved and Vice Chairperson Christie seconded a motion to approve this item as presented. Motion carried 5-0.

Future Agenda Items

There were no future agenda items requested at this time.

Adjournment

Adjourned at 7:46 p.m. to Tuesday, February 12, 2008 at 10:00 a.m.