

Madera Downtown Association Board of Director's Meeting

Wednesday, September 9, 2026 at **3:00 PM**

Madera County Government Center – 4th Floor Meeting Room, two hundred West 4th, Madera, CA

President: Mona Davie, Vice President: Lex Bufford, Treasure: Chris Miller, Secretary: Eric Garza, Directors: Debi Bray, Leticia Gonzalez, Donovan Herrera, Nick Salinas, Rochelle Noblett, Nick Silva, Kim Prater

AGENDA

- 1.0 Call to Order - Pledge of Allegiance & Invocation
- 2.0 Public Comment - This time is made available for comment from the public on matters within the Board's jurisdiction but not appearing on the agenda. The Board will not act on any items presented under public comment. The comment period will be limited to 15 minutes.
- 3.0 Approval of Agenda
- 4.0 Approval of Minutes
- 5.0 Financial Report
- 6.0 Old Business
 - 6.1 Old Timers Day Parade 2026
 - A. 2026 Parade Route
 - B. Report on Parade Entries and Sponsors
 - Report on Grand Marshal, Reigning Queen, Madera Young Trailblazer, and Memorial Honoree
 - 6.2 Bylaws Update – report
 - 6.3 Meeting with the City Manager on Assessment District & Funding - report
- 7.0 New Business - None
- 8.0 Informational Items
 - 8.1 City Manager
 - 8.2 Madera Police Department
- 9.0 Other
- 10.0 Adjourn

Madera Downtown Association Board of Director's Meeting

Wednesday, July 8, 2026, at 3:00pm

Madera County Government Center – 4th Floor Meeting Room, two hundred West 4th, Madera, CA

Present: Vice President: Lex Bufford, Treasure: Chris Miller, Secretary: Eric Garza, Directors: Debi Bray, Leticia Gonzalez, Donovan Herrera, Nick Salinas, Rochelle Noblett, Nick Silva and Kim Prater

Absent: Mona Davie and Phil Oberti

Other attendees: MPD Officer Felix Gonzalez, Christmas Parade Coordinator Wally Nishimoto

Minutes

- 2.0 Call to Order – the meeting was called to order by Vice President, L. Bufford at 3:03pm
- 2.0 Public Comment – there was no one from the public wishing to speak
- 3.0 Approval of Agenda – *It was moved by R. Noblett and seconded by D. Herrera to approve the agenda. Motion carried.*
- 4.0 Approval of Minutes – *It was moved by R. Noblett and seconded by E. Garza to approve the minutes of the June 2026 meeting. Motion carried.*
- 5.0 Financial Report – Chris Miller presented the P&L Statement July 25 thru June 2026 along with Bank Statement. *Discussion on amount paid to Hawk on Hand was \$30,000 for the 25-26 contract. Miller believes all invoices with them have been paid and it is believed that there were less flights than the contract called for as it wasn't necessary resulting in less money being paid. D. Bray will follow up with Hawk On Hand to confirm this for Miller. It was moved by R. Noblett and seconded by E. Garza to approve the Financial Report. Motion carried.*
- 6.0 New Business
 - 6.1 Hawk on Hand – The Board will consider the 2026-27 contract for crow abatement. Contract pricing remained the same. \$32,625 has been sent to the MDA Board for approval. *It was moved by R. Noblett and seconded by D. Herrera to approve the 2026-27 Hawk on Hand contract. Motion carried.*
 - 6.2 Cal Trans Work Route for Old Timer's Day and Christmas parade – Report. *N. Salinas and W. Nishimoto will identify routes with City Engineer Keith Helmuth. Updates will be presented at the August meeting.*
 - 6.3 Old Timer's Day Parade 2026
 - A. Grand Marshall – the board will consider an individual to serve as Grand Marshal. *It was moved by R. Noblett and seconded by E. Garza to nominate Dennis Smith with GBS for Grand Marshal. Motion carried.*
 - B. King and Queen – the board will consider individuals to honor as King and Queen. *It was moved by R. Noblett and seconded by D. Herrea to nominate Ila Schoetler for Queen. Motion carried. It was moved by D. Bray and seconded by D. Herrera to nominate Bill Coate as King. Motion carried. It was suggested that Stell and Patty Manfredi as seconds for King and Queen if Ila and Bill are not able to participate. It was motioned by L. Gonzalez and seconded by N. Salinas to consider Stell and Patty. Motion carried.*
 - C. Young Guns – the board will consider adding this recognition. *Need criteria for Grand Mashel, King and Queen and other additional categories for future selection for each area approved.*
- 7.0 Old Business
 - 7.1 Discussion on slate of nominees from the 2025-26 ballot – this item is on hold until after the bylaws have been presented, reviewed by an attorney, and approved by the board. Until then, the board will remain as is.
 - 7.2 Bylaws Update Report – Report. R. Noblett stated the committee met and stated the bylaws are a work in progress. She further stated that financial information is needed from the city in order to update the bylaws. D. Bray disagreed that the list of financial information that the committee presented was not needed to update the bylaws as the bylaws govern the association and the financial aspect is by contract with the city. There was descension regarding this but in the end the board decided that these were two separate items and would be placed on future agendas as separate

items. The board did concur that they would like a report from the city on the process, billing, collections, and funds of the assessment district.

7.3 MDA Stickers – *Hold off until the city can provide some type of audit of assessment district members.*

8.0 Informational Items

8.1 City Manager - None

8.2 Madera Police Department – None

8.3 Banners – Postpone until after downtown work is completed.

9.0 Other - None

10.0 Adjourn – the meeting was adjourned by consensus.

Madera Old Timers' Day Parade
120 N. E St.
Madera, CA 93638

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August 20, 2026

2026 OLD TIMERS' DAY PARADE ANNOUCEMENT OF HONOREE'S & NEW PARADE ROUTE

(Madera, CA) Mark your calendars for Saturday, September 26th, 2026, at 10:00AM. This day will mark the 95th year of the Old Timers' Day Parade! Leading this year's parade as Grand Marshall will be a long-time business owner, Dennis Smith. Accompanying him as the Honorable Queen of the Parade will be lifelong Madera resident and business owner Ila Schoettler. This year's memorial honoree will be in honor of longtime Downtown Madera Business owner Jeff Cerioni, of Cerioni's Men's and Ladies wear. This year will also feature a new honoree category, the "Madera Young Trailblazer", this year's honoree will be R.C. Chahal, who has played an integral role in the success of Madtown Robotics Team 1323, helping lead the team to an impressive four World Championship titles.

Due to ongoing SR 145 improvements in Downtown Madera, this year's parade will feature a new route, traveling west to east along Yosemite Avenue, beginning at P Street and Yosemite Avenue and concluding at Courthouse Park. See the updated route below

The Old Timers' Day Parade is distinguished as the hallmark of parades within Madera County and typically features 50-70 various entries from stagecoach's, firetrucks, bands, and several youth groups. Attendance is in the neighborhood of 5,000 and concludes with the Booths in the Park Event, (located in Courthouse Park) hosted by Elevate Madera Inc.

Parade Chairman Nick Salinas shared in a statement; "As we celebrate the 95th year of the Old Timers' Day Parade, we're proud to continue a tradition that has brought generations of Madera families together. While this year will feature a new parade route, the heart of the event remains the same, celebrating our community, our history, and the people who make Madera special. We're looking forward to another great turnout and an exciting 95th celebration in Downtown Madera". The parade is hosted and organized in partnership between the Madera Downtown Association and Madera Sunrise Rotary.

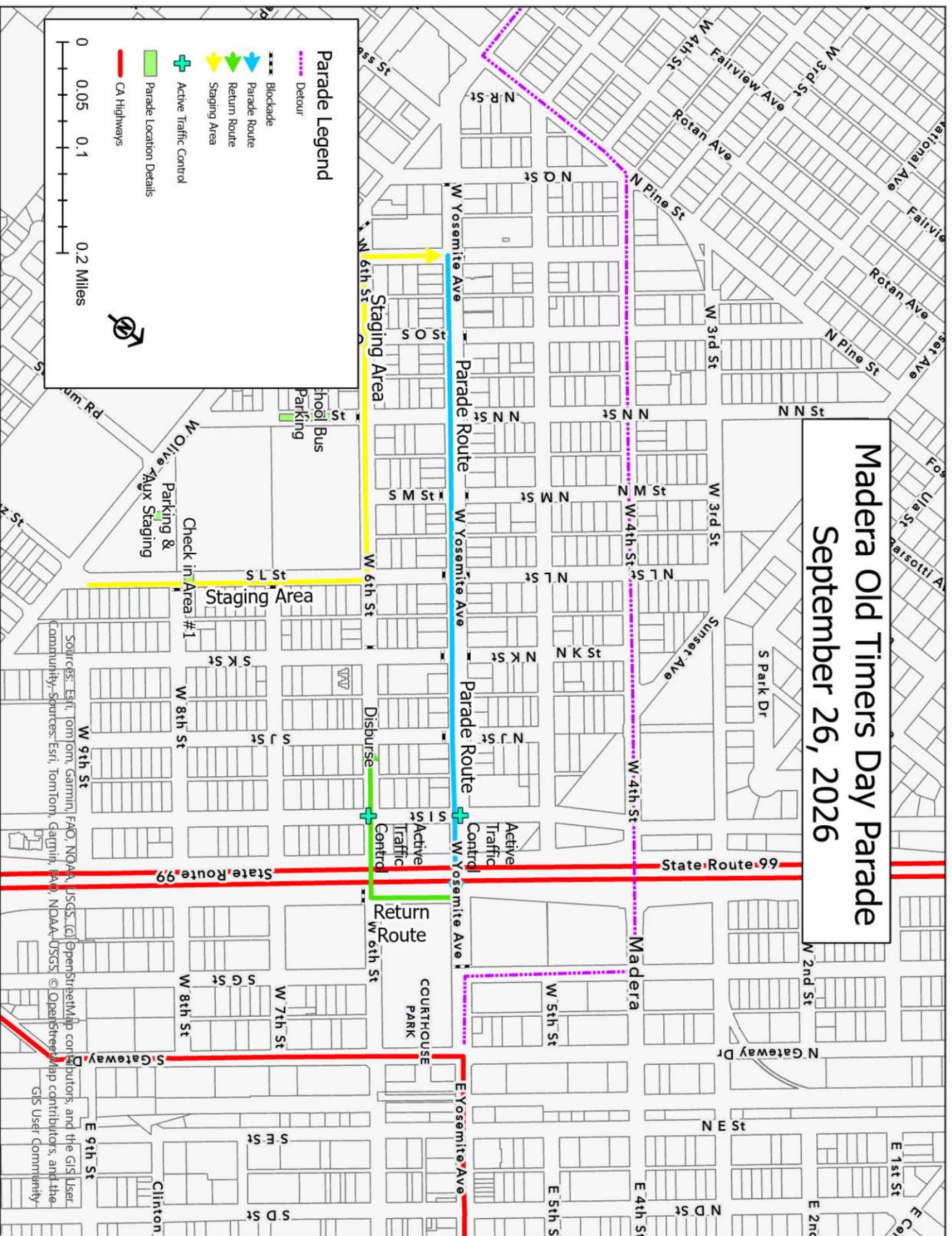
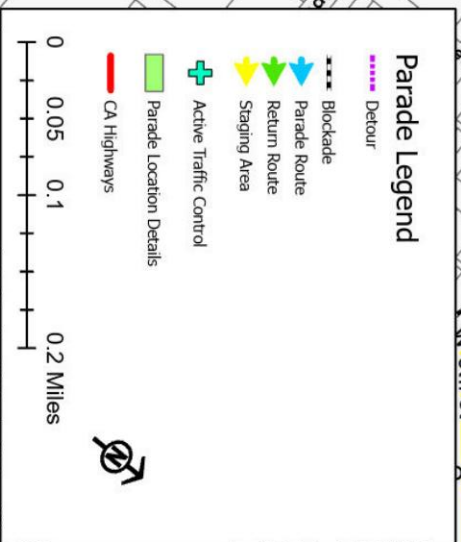
Sponsorship information can be found at: <http://www.maderadowntown.com/>

Online entry forms are available at: <https://forms.gle/yunXso7gRWbCf2Mf8>

Paper forms are available at the Chamber of Commerce – 120 N. E St. Madera, CA 93638

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Madera Old Timers Day Parade September 26, 2026



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, ICA, OpenStreetMap contributors, and the GIS User Community. Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, ICA, OpenStreetMap contributors, and the GIS User Community.

