

**AGENDA
CITY OF PATTERSON
DOWNTOWN REVITALIZATION COMMITTEE
REGULAR MEETING**



**Monday, June 14, 2021
5:00 p.m.**

**VIA ZOOM CONFERENCE CALL
City of Patterson - City Hall
1 Plaza
City Council Chambers
Patterson, California**

NOTICE: THIS MEETING WILL BE HELD IN ACCORDANCE WITH EXECUTIVE ORDER N-25-20, ISSUED BY CALIFORNIA GOVERNOR GAVIN NEWSOM ON MARCH 12, 2020, THE RALPH M. BROWN ACT (CALIFORNIA GOVERNMENT CODE SECTION 54950, ET SEQ.), AND THE FEDERAL AMERICANS WITH DISABILITIES ACT.

THIS MEETING WILL NOT BE PHYSICALLY OPEN TO THE PUBLIC. ALL MEMBERS OF THE PUBLIC MAY PARTICIPATE IN THE MEETING VIA TELECONFERENCE BY CALLING 1-669-900-6833 MEETING ID: 952 8687 3430, PASSWORD: 798198 AND WILL BE GIVEN THE OPPORTUNITY TO PROVIDE PUBLIC COMMENT. JOIN FROM A PC, MAC, IPAD, IPHONE, OR ANDROID DEVICE BY USING THIS URL:

<https://zoom.us/j/95286873430?pwd=S2JDT2U3cm9EenlycXJYNHVYVWVdZUT09>

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at (209) 895-8014. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28 CFR 35.102-35.104 ADA Title II]

The DRC agenda and supporting public documents (if any) are available for viewing in City Hall, Planning Department, 1 Plaza, 2nd Floor, Patterson, California. The DRC agenda and supporting public documents (if any) are also available online on our City web site www.ci.patterson.ca.us listed under "Agenda Center" and listed under "Downtown Revitalization Committee" or you may contact the Planning Department directly at (209) 895-8020 or email planning@ci.patterson.ca.us

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1. Call to Order
2. Statements of Conflict
3. Items from the Public

The public wishing to address the Committee on items that do not appear on the agenda may do so; however, the Committee will take no action other than referring the item to staff for study and analysis and may place the item on a future agenda.

Any member of the audience desiring to address the Committee regarding a matter on the agenda, please state so at the time the item is announced by the Chairperson. In order that all interested parties have an opportunity to speak, any person addressing the Committee may be limited to a maximum of five (5) minutes.

4. Motion to approve DRC meeting minutes of May 10, 2021.
5. City of Patterson Downtown Revitalization Strategy Presentation
6. Adjournment

City of Patterson
Downtown Revitalization Committee
Regular Meeting Minutes
May 10, 2021

1. **Call to Order**

The regular meeting of the Downtown Revitalization Committee of May 10, 2021 was called to order via zoom conference call at 5:08 p.m. by Community Development Director James.

DRC Members Present: Lisa Days, Ali Wright, Timothy Benefield, Erica Ayala, Emily Strongin Blickenstaff

DRC Members Excused: None

City Staff Present: Community Development Director David James, City Planner Joel Andrews, City Manager Ken Irwin, City Attorney Nubia Goldstein, Downtown Revitalization Committee Secretary Denise Melo

2. **Statements of Conflict:** None

3. **Items from the Public:** Dominic Farinha stated that he was in attendance as a citizen and not a city council member.

4. **Self-Introductions and your interest in the Downtown area**

- Emily Strongin-Blickenstaff stated that her main interest in the downtown area was for the downtown to come to fruition because it has a lot of potential.
- Timothy Benefield stated that has been in Patterson for about 10 years and started a church. He wants to build stronger families and a healthy city. He has interest as a citizen to be involved to do his part in the community.
- Lisa Days stated that her family owns several properties in downtown Patterson and she manages the properties. She stated she was born and raised in Patterson and spends a lot of time in downtown Patterson since she works there so she's happy to be a part of the committee.
- Ali Wright stated she was born and raised in Patterson and plans to raise her family here. She stated that downtown Patterson has a lot of potential. She owns Patterson Family Pharmacy so she has a lot invested in downtown. She stated that the success of the revitalization of Patterson depends on the business owners' ideas and participation.
- Erica Ayala stated that she wanted to be a part of the committee because she would like to provide activities and be proud of where she lives and contribute to change. She also agreed with the other committee members that Patterson downtown has a lot of potential.

5. **Purpose of the Downtown Revitalization Committee**

Community Development Director James introduced himself and provided information to the committee about his professional background working for the City of Tehachapi and the success of their downtown revitalization effort. He suggested that the committee visit Tehachapi to see what a successful downtown looks like. He stated that he was hired in part to assist in the development of Patterson's downtown and has a passion for it. The purpose of the committee is to assist staff with community engagement and avoid prospect of downtown revitalization to be done entirely by urban planners but to reach out to the community for their interest and input. He stated that Patterson has "good bones".

6. **Brief orientation regarding Robert's Rules of Order and the Brown Act**

City Attorney Goldstein discussed Robert's Rules of Order and the Brown Act with the committee members.

7. **Relevant existing Downtown documents**

Community Development Director James explained the purpose of the Downtown Visioning Report and Downtown Design Guidelines so the committee could become familiar with what resources are available. He also talked about the book "Downtown Planning for Smaller and Midsized Communities" that was purchased for the committee. He also spoke about the downtown master plan and form-based coding orientation which will be discussed at future meetings.

Committee Member Strongin-Blickenstaff had questions regarding the downtown visioning report and if anything had been accomplished from that report. City Manager Irwin stated that nothing had been done due to lack of funding. Community Development Director James stated that a need for a wayfinding sign program that would bring traffic into the downtown came from the visioning report and is linked to the downtown revitalization effort, but funding has been a challenge.

Committee Member Benefield asked staff about a report that was done a few years back by an architect and asked if the committee could have access to it. City Manager Irwin stated that it was a plan for North Park and workshops were held for the parks. Committee Member Benefield also asked if the committee could be doing something to prepare for the next meeting. Staff stated they will start with an educational process to talk about the future of the downtown.

8. **Selection of a Chairperson for Future Meetings**

Committee Member Wright motioned to nominate Committee Member Strongin-Blickenstaff for Chairperson and Committee Member Benefield for Vice Chairperson and the motion was seconded by Committee Member Ayala with a 5-0 vote.

9. **Adjournment:** 6:11 p.m.

CITY OF PATTERSON
INTEROFFICE MEMORANDUM

Date: June 9, 2021
To: Downtown Revitalization Committee
From: David James, Community Development Director
Subject: Downtown Revitalization Committee Meeting
June 14, 2021

As the Downtown Revitalization Committee (DRC) members may recall, during the May 10, 2021 meeting, the need for a Downtown Master Plan or Specific Plan was discussed conceptually towards creating a “blueprint” for the revitalization process and to avoid random and arbitrary improvements to the public and private spaces. When the City of Patterson conducted interviews for the Community Development Director position, those of us who were selected to participate were asked to create a PowerPoint presentation to demonstrate how we as prospective Community Development Directors would approach the revitalization process. For the June 14, 2021 meeting, I wanted to present to the DRC a broad overview of a revitalization strategy with an emphasis on the Master Plan/Specific Plan preparation. After reviewing the PowerPoint presentation I had developed for the interview, it occurred to me that the same PowerPoint would be perfectly relevant for the DRC meeting as well. Therefore, it is my intention of introducing the DRC to some basic revitalization concepts and strategies utilizing the above referenced PowerPoint in order to start a dialog with the DRC and begin the process of creating a revitalization strategy specific to the City of Patterson.

Thank you and we will see you at the DRC meeting.

Best regards,

David James, AICP
Community Development Director

cc: Ken Irwin, City Manager