

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



**Monday, July 12, 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: 990 3495 0692, PASSWORD: 548130 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/99034950692?pwd=U2xMUDZWUjZEa3c1QWpYeWt1Q0lPdZ09>

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 June 14, 2021.
5. City of Patterson Presentation and Introduction to the Resources and Tools for Business Success program
6. Adjournment

City of Patterson
Downtown Revitalization Committee
Regular Meeting Minutes
June 14, 2021

1. **Call to Order**

The regular meeting of the Downtown Revitalization Committee (DRC) of June 14, 2021 was called to order via zoom conference call at 5:12 p.m. by Vice Chairperson Benefield.

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

DRC Members Excused: Emily Strongin Blickenstaff

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

2. **Statements of Conflict:** None

3. **Items from the Public:** None

4. **Motion to approve DRC meeting minutes of May 10, 2021**

Committee Member Days motioned to approve the May 10, 2021 DRC meeting minutes and the motion was seconded by Committee Member Ayala with a 4-0 vote.

5. **City of Patterson Downtown Revitalization Strategy Presentation**

Community Development Director James gave a presentation regarding the downtown revitalization strategy and future downtown master plan. He spoke about hiring consultants for the master plan, form-based codes and economic study. He asked the Committee to help spread the word about the Tools for Business Success program which is targeted at small downtown businesses in Patterson. He finished the presentation and answered questions from the public.

- A resident asked a question about pros and cons of it being a non-profit. Community Development Director James stated that the main street organization can function as a non-profit so as not to be city funded.
- Vice Chairperson Benefield asked about roles as committee members to be more productive to help contribute to the process. Community Development Director James stated that the goal is to get everyone the information and be ready for the downtown master plan and specific plan process then the committee roles will change and the committee will be involved in the outreach to the community.

- City Manager Irwin stated that the committee was put together to help with community input and he hopes more people will participate in the process as we go through it.

Open Public Hearing: 6:00 p.m.

Angela Bodas had a question about funding and what it goes towards. She also asked if funding would be specific to downtown only or other areas of the city. City Manager Irwin stated that funding will go towards the specific plan. Community Development Director James stated that the City has a general plan but not a downtown master plan yet. Community Development Director James stated that a boundary for the downtown master plan will need to be created.

Shivaugn Alves asked if there would be a review of prior work done in 2015. She also asked about helping sewer systems in the downtown and help for foundations of buildings. City Manager Irwin stated that master plan is done for water, sewer and storm in the downtown and funding is being generated now. Community Development Director James stated that we can include in the master plan the information we already have.

Vice Chairperson Benefield asked about the timeline for the specific master plan. Community Development Director James stated that it should take about 2 years.

Shivaugn Alves asked for a pre-timeline for the downtown master plan process.

Vivian Ratliff of the Patterson Township Historical Society asked if the City plans to keep the historic downtown area and asked if things done to the downtown already can be grandfathered in. Staff stated that the historic reference will stay in the downtown area and it depends on the specific item being referred to if it can be grandfathered in and will need to meet the city codes. She also asked about Measure L money that pays for resurfacing of roads but it does not pay for pipes. City Manager Irwin stated that the money to repair or replace pipelines comes from the ratepayers.

Vice Chairperson Benefield asked about the Committee's commitment to the process if it was a yearlong commitment. City Manager Irwin stated that the committee will be a 12-18 month commitment.

Staff stated that the next DRC meeting will be on July 12, 2021.

Close Public Hearing: 6:23 p.m.

6. **Adjournment:** 6:23 p.m.

CITY OF PATTERSON
INTEROFFICE MEMORANDUM

Date: July 8, 2021
To: Downtown Revitalization Committee
From: David James, Community Development Director
Subject: Downtown Revitalization Committee Meeting
July 12, 2021

As the Downtown Revitalization Committee (DRC) members may recall, during the June 14, 2021 Downtown Master Plan strategy session, it was suggested that an online/web-based business resources center be established in conjunction with the Downtown Revitalization effort and in support of Patterson's small business community. It was also brought to the attention of the DRC that the online business resource center had already been established in advance of the downtown revitalization effort. However, it was Staff's observation that the online business assistance resource was underutilized in Patterson. Further, it was also suggested that the DRC members as our downtown revitalization ambassadors, if you will, could be a valuable asset in getting the message out to the small business community about the service towards achieving better utilization of this resource. Therefore, Staff wanted to initiate a study session to introduce the DRC to the Tools for Business Success program.

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

Best regards,

David James, AICP
Community Development Director

cc: Ken Irwin, City Manager