

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



**Monday, November 22, 2021  
5:00 p.m.**

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

**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: 846 0895 4581, PASSWORD: 224797 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://us06web.zoom.us/j/84608954581?pwd=OXNlblpDaWhnZkhTRUtEL1BZSU9BUT09>

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Planning Department at (209) 895-8020. 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, 2<sup>nd</sup> 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](http://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](mailto: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 October 11, 2021.
5. Evaluate the Downtown Master Plan Proposals and make a recommendation to the selection committee.
6. Adjournment

City of Patterson  
Downtown Revitalization Committee  
Regular Meeting Minutes  
October 11, 2021

1. **Call to Order**

The regular meeting of the Downtown Revitalization Committee (DRC) of October 11, 2021 was called to order via zoom conference call at 5:04 p.m. by Chairperson Strongin-Blickenstaff.

**DRC Members Present:** Emily Strongin-Blickenstaff, Lisa Days, Timothy Benefield, Erica Ayala

**DRC Members Excused:** Committee Member Ali Wright

**City Staff Present:** Community Development Director David James, 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 August 16, 2021**

Committee Member Days motioned to approve the August 16, 2021 DRC meeting minutes and the motion was seconded by Vice Chairperson Benefield with a 3-0 vote with one abstention (Committee Member Ayala).

5. **Discussion of the Downtown Master Plan Request for Proposal (RFP) and next steps in the consultant selection process**

Community Development Director James gave a presentation discussing the final RFP and provided the committee with bound copies of the RFP, a sample cover letter and a contact list of the potential consultants. He stated that there was an informational session on October 7<sup>th</sup> with the potential consultants and they had a good discussion and asked a lot of questions. He stated that the proposals are due on October 22<sup>nd</sup> and a team will be put together mostly of staff members but proposals will be sent to the Downtown Revitalization Committee members as well. He stated that the next DRC meeting will be on November 8<sup>th</sup>, the same day as review of the proposals. At that meeting he'd like to focus primarily on getting feedback on the proposals and getting a sense of which consultants the committee likes. He stated that on November 15<sup>th</sup> we'll select which consultants will be interviewed. He suggested that a DRC member be selected to be on the interview panel. He would like to select a consultant by November 17<sup>th</sup> and on December 7<sup>th</sup> we'll put a consultant agreement together to go to the City Council.

Vice Chairperson Benefield asked questions regarding the interview panel and if one DRC member will be for all interviews or a member for each interview? Community Development Director James stated that one DRC member will be for all interviews. Vice Chairperson Benefield stated that he would like

to offer to be on the interview panel. He stated that his son writes articles for the Patterson Irrigator so any information we can provide to the community for an article. Community Development Director James told Vice Chairperson Benefield to have his son contact him to discuss what he could write for an article and go over different articles he can write to inform the public about the timeline of the downtown master plan process. Vice Chairperson Benefield asked if there were ways for the outside community to easily get to the downtown zone. Community Development Director James stated that the wayfinding program is part of that and was discussed with the consultants to enhance the connectivity between the community and downtown.

City Manager Irwin stated that a first article could be something announcing the DRC and the RFP process and goals of the master plan.

Community Development Director James asked if there was a consensus to select a committee member to be on the interview panel.

Committee Member Days stated that she will be on vacation during the interview period so she can't do it. She asked if there was a budget or scope of work for the downtown master plan proposal. Community Development Director James stated that the consultants will submit the proposal based on what their cost is to do the downtown master plan. She also asked if the consultants for the master plan got a copy of the public safety center RFP as well. Community Development Director James stated they were made aware of a feasibility study for the projects. It will be good for the consultants for both projects to communicate with each other.

City Manager Irwin stated that the two groups will work together to make sure there's continuity between the Public Safety Center and the Downtown Master Plan.

Committee Member Days wanted to confirm that the downtown master plan consultants knew about the public safety building being done and they won't do design vignettes of the public safety building. Staff confirmed that they knew about it.

Committee Member Days made a motion to select Vice Chairperson Benefield to be on the interview panel for the Downtown Master Plan and the motion was seconded by Chairperson Strongin-Blickenstaff with a 4-0 vote.

City Manager Irwin stated that the mayor asked if there was a project that the Downtown Revitalization Committee would want to take on for example, a downtown clean-up day. This can be discussed at a future meeting.

Vivian Ratliff asked if a member of the historic society board could be considered to be on the interview committee and City Manager Irwin stated that they could discuss it offline later. She also asked for the consultant contact list. She also stated that she has binders from the Beautification Committee that she could share with the Downtown Revitalization Committee.

6. **Adjournment** 6:03 p.m.