

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



**Tuesday, February 22, 2022  
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: 814 9508 7838, PASSWORD: 767833 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/81495087838?pwd=TEc3RWRiRkhzYWoxNW02Vy9xWGRZUT09>

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 December 13, 2021.
5. Downtown Master Plan Update
6. Discussion of potential projects the Downtown Revitalization Committee can take on to improve the appearance of the Downtown area
7. Downtown Walking Tour Discussion
8. Adjournment

City of Patterson  
Downtown Revitalization Committee  
Regular Meeting Minutes  
December 13, 2021

1. **Call to Order**

The regular meeting of the Downtown Revitalization Committee (DRC) of December 13, 2021 was called to order via zoom conference call at 5:05 p.m. by Vice Chairperson Benefield.

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

**DRC Members Excused:** None

**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 special meeting minutes of November 22, 2021**

Committee Member Wright motioned to approve the November 22, 2021 special DRC meeting minutes and the motion was seconded by Committee Member Days with a 4-0 vote.

5. **Update on the Downtown Master Plan consultant selection process.**

Community Development Director James gave an update on the selection process. He stated that the selection committee met on December 1<sup>st</sup> and it was determined that interviews would be needed. The interview with the consultants was on December 8<sup>th</sup> and there was a separate interview with each of the two consultants. The consultants presented their case and answered questions from the selection committee. Community Development Director James stated that the group felt that RRM Design Group was a better choice due to community engagement and who would be best to work with. The selection committee had a meeting today (December 13<sup>th</sup>) at 3:00 p.m. and based on that meeting and with City Manager Irwin's advice, they felt that RRM Design Group was the best group to move forward with. He stated that we want to circle back with them on the 33 corridor to add it to their scope of work. He asked if the DRC had any questions.

Vice Chairperson Benefield asked if we were still hoping to ask the City Council to vote on this? Community Development Director James stated that they would at the 2<sup>nd</sup> meeting in January.

City Manager Irwin spoke about reviewing proposals based on an RFP and the process that's followed for contract codes.

Vivian Ratliff asked what the budget amount was for the Downtown Master Plan. Staff stated that it was

\$150,000-\$200,000 for the first year and then the additional amount would be taken care of the following year. Funds are coming from city funds and another funding source. The City is also applying for a Caltrans grant. Ms. Ratliff also asked if the grant would cover alleys for the businesses and staff stated that it probably could. She asked if Measure L money would be used and staff said that it wasn't a viable use of Measure L.

Shivaugn Alves asked about having a downtown revitalization tax which could increase funding. City Manager Irwin stated it would have to be some type of impact fee. Community Development Director James stated that one consultant working with RRM Design Group is preparing an economic study for the downtown revitalization and would include that the downtown is a good place to invest but also look at implementation strategies and funding mechanisms. Ms. Alves also asked if part of the plan was to encourage local businesses to move into the downtown. She also talked about sewer issues in the downtown.

Vivian Ratliff asked about the old water and sewer lines made of wood. City Manager Irwin stated that these are no longer in use and have since been replaced. He also stated that the downtown isn't revitalized yet and we're relying on the downtown master plan to do it right. Once completed, we can look for grants, mitigation fees, etc. to get it done. Ms. Ratliff also asked about infrastructure grant money and if there was an historical infrastructure grant. City Manager Irwin stated that he wasn't aware of such a grant but it wouldn't work for this project.

Shivaugn Alves asked about the opportunity to purchase the old downtown theater with grant money to make it a place for youth or the community to gather. City Manager Irwin stated that when we get further into it, there will be workshops so the downtown owners and community can get involved.

Vivian Ratliff stated that the president of the Historical Society would be willing to call a meeting of the historical society for the downtown master plan consultants to help speed up the process. She stated that the majority of business owners in the downtown are members of the Historical Society. She also stated that Ron Swift would be willing to work with the City to represent the board and membership.

#### **6. Discussion of potential projects the Downtown Revitalization Committee can take on to improve the appearance of the Downtown area**

Community Development Director James stated that we don't want to get ahead of the master plan but there may be projects that the committee can work on now. He recommended that at the next meeting they could make a list of potential projects. He mentioned the large planters in the downtown as an example of a project that needs work.

Vice Chairperson Benefield stated that he would like to schedule a walkthrough of the downtown with the committee to get ideas.

Shivaugn Alves stated that we can work together with the Recreation youth group who comes out on one Saturday a month to clean a certain area in town.

Committee Member Days stated that occasionally she would see the City come out and water the downtown planters but they need to be consistently watered and a plan figured out about who would take care of them as well as the street trees in the downtown that need to be replaced often because

nobody is watering them.

Vivian Ratliff stated that the Beautification Committee kept up the planter boxes and she was the chairman for 12 years but had to leave because of an illness so they “fell by the wayside”. She talked about an Adopt a Site program that was created so if businesses in town wanted to adopt certain streets or parks to maintain them.

Shivaugn Alves asked for a timeline on the master plan. Community Development Director James stated that the scope of work and timeline were in the RFP proposal. Shivaugn Alves also asked if the warehouses along the railroad are a part of the downtown. Community Development Director James stated that we were looking into including the Highway 33 corridor into the downtown master plan.

Vice Chairperson Benefield stated that he remembers RRM’s community outreach plan being stronger. He stated that RRM wants to interact with the community and move forward with their ideas and just do the work.

City Manager Irwin stated that we will have one more meeting in January to get together ideas and then come up with a date and time to do a walkthrough in February.

Shivaugn Alves talked about murals on the old Patterson Frozen Foods building and would like to get youth feedback on ideas for murals.

Committee Member Ayala talked about grants for art murals.

City Manager Irwin stated that the next DRC meeting would be on January 10<sup>th</sup> and Agenda Item #6 regarding discussion of potential projects the DRC can take on to improve the appearance of downtown would be on the agenda so he asked the committee to have some ideas ready.

7.       **Adjournment**       6:06 p.m.