

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



**Monday, May 9, 2022  
5:00 p.m.**

**City of Patterson - City Hall  
1 Plaza  
City Council Chambers  
Patterson, California**

**THIS MEETING WILL BE PHYSICALLY OPEN TO THE PUBLIC. ALL MEMBERS OF THE PUBLIC MAY ALSO PARTICIPATE IN THE MEETING VIA TELECONFERENCE BY CALLING 1-669-900-6833 MEETING ID: 825 9863 2560, PASSWORD: 438515 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/82598632560?pwd=dUhINXUxeGZtZUxld0hMeENkVkhRQT09>

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)

If you wish to be notified of future meetings, please subscribe to "Notify Me" listed under Popular Links on our City of Patterson web site [www.ci.patterson.ca.us](http://www.ci.patterson.ca.us)

---

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 regular meeting minutes of April 11, 2022.
5. Overview of Downtown Master Plan process
6. Adjournment

City of Patterson  
Downtown Revitalization Committee  
Regular Meeting Minutes  
April 11, 2022

1. **Call to Order**

The regular meeting of the Downtown Revitalization Committee (DRC) of April 11, 2022 was called to order at 5:02 p.m. by Chairperson Benefield.

**DRC Members Present:** Timothy Benefield (In person), Ali Wright (Zoom), Lisa Days (Zoom) and Michael Sidhu (Zoom)

**DRC Members Absent:** Committee Member Ayala

**City Staff Present:** Interim Community Development Director Andrews, City Manager Irwin, Associate Planner Rodriguez and Downtown Revitalization Committee Secretary Melo

2. **Nominate and Elect Chairperson and Vice Chairperson**

Committee Member Days nominated Tim Benefield for Chairperson and Tim Benefield nominated Committee Member Wright for Vice Chairperson. There was a consensus on the nominations and approved with a 4-0 vote.

3. **Statements of Conflict** None

4. **Items from the Public** None

5. **Motion to approve DRC special meeting minutes of February 22, 2022**

Vice Chairperson Wright motioned to approve the DRC special meeting minutes of February 22, 2022 and the motion was seconded by Committee Member Sidhu with a 3-0 vote with one abstention (Days).

**Motion to approve DRC special meeting minutes of March 21, 2022**

Vice Chairperson Wright motioned to approve the DRC special meeting minutes of March 21, 2022 and the motion was seconded by Committee Member Days with a 4-0 vote.

6. **Comments and Recap from Downtown Walking Tour**

**a. What did you like?**

**b. What wasn't working for you?**

**c. What were the feelings you had as you walked in different areas?**

Committee Member Sidhu stated that he likes the big spoke and various streets and roundabout structures that provide a downtown feel. He stated that they were unique and had lots of potential. He spoke about ways of bringing traffic by way of craft fairs or a small festival on Thursday or Friday nights which could bring a lot of life to the downtown and provides a sense of pride. Staff mentioned a future market on N. Salado which would be by the same group that runs the farmer's market in the True Value Center.

Committee Member Days stated that she appreciates the fact that the City cleaned up and brought attention to the items pointed out.

Chairperson Benefield asked about the process for the Love Patterson projects and inquired if a staff member would contact Ms. Ayala to get possible projects. He stated that he would like a focal point to highlight the downtown like a recycled water feature. He also stated that North Park could be a venue for outdoor events like concerts in the park, movie nights and skate the circle and would like the DRC to utilize these events as a way to bring awareness to the public. He was interested in having a float in the Apricot Fiesta for the DRC. Interim Community Development Director Andrews stated that the consultants will have a table set up in front of City Hall during the Apricot Fiesta to provide information regarding the downtown master plan. Chairperson Benefield stated that he would like to see a date for the website to go live for public engagement. He also suggested providing surveys and/or emails to local businesses and/or residents. He also asked about stakeholder meetings and their process. Interim Community Development Director Andrews stated that public outreach interviews should begin in about a month. He also stated that the consultants will get people together in focused groups to start out and then the public will be involved.

Vice Chairperson Wright stated that she would like to wait until dates are available before gathering public input and suggested that committee members could help make flyers and hand out information.

City Manager Irwin stated that staff is working on a seasonal banner program to switch banners out occasionally.

#### 7. **Discussion of downtown projects**

The committee wants to work with Love Patterson to do a couple of projects.

Committee Member Days stated that she was willing to reach out to Ms. Ayala to discuss possible projects to include in the Love Patterson event.

#### 8. **Adjournment** 5:53 p.m.