

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



**Monday, August 8, 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: 831 5225 1405, PASSWORD: 254310 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/83152251405?pwd=N0VPdW0xL2xyTTEvRzJDN1JpdXIYdz09>

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 regular meeting minutes of May 9, 2022.**
5. **Introduction**
  - Downtown Master Plan - Scope of work
  - Stakeholder interview feedback - common themes

#### **Review Project Materials**

- Vision statement and objectives
- Project branding

#### **Discuss Next Steps**

- Questionnaire
- Study sessions

6. **Adjournment**

City of Patterson  
Downtown Revitalization Committee  
Regular Meeting Minutes  
May 9, 2022

1. **Call to Order**

The regular meeting of the Downtown Revitalization Committee (DRC) of May 9, 2022, was called to order at 5:05 p.m. by Chairperson Benefield.

**DRC Members Present:** Timothy Benefield, Erica Ayala and Michael Sidhu  
**DRC Members (Zoom):** Ali Wright, Lisa Days  
**DRC Members Excused:** None

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

2. **Statements of Conflict** None

3. **Items from the Public** None

4. **Motion to approve DRC meeting minutes of April 11, 2022**

Vice Chairperson Wright motioned to approve the April 11, 2022, DRC meeting minutes and the motion was seconded by Committee Member Sidhu with a 4-0 vote.

5. **Overview of Downtown Master Plan Process**

Interim Community Development Director Andrews went over some information and stated the City is looking for some more businesses to be involved in the process. He also stated some of the meetings will be virtual and some in-person workshops will also be scheduled. We have approximately 20 spots already filled. Interviews will most likely consist of 5-8 per group.

Chairperson Benefield stated he could provide Associate Planner Teresa Rodriguez with some contact information for some of the local churches via email. He also asked about putting a notice in the paper and named Isilda Kuhn's business and the Historic Society to be invited to participate and also Meredith from the Patterson Irrigator.

Committee Member Sidhu asked about local gas stations. Maybe they can also be invited to participate.

Committee Member Days asked about the senior board members being involved. Maybe including property owners who have been in the community many years would be helpful also.

Vivian Ratliff (historical society representative) asked if Blues Café is involved and stated Mondays at 6:00 p.m. is a good time for downtown activity, locals are around during this time.

Downtown Revitalization Committee Minutes  
May 9, 2022

Committee Member Ayala asked about the local doughnut shop and local grocery stores being involved and invited.

Interim Community Development Director Andrews stated we will most likely have an online questionnaire and community workshop within the next few months.

Chairperson Benefield spoke about a citizen outreach also through mailers, the city website, and/or social media. He stated he and his son are willing to help with any handout information or at the fiesta booth if there is one available. He also asked about handing out flyers or information at the local churches.

Committee Member Ayala asked about getting the seniors help with going online or help with questionnaires. Maybe include a QR code on a flyer or something similar. She also asked if there will be a Spanish translator available for the future meetings/workshops.

6. **Adjournment:** 5:45 p.m.