

Mr Scott Miller, CEO and Government Affairs Committee

Fresno Chamber of Commerce

Dear Mr Miller and Committee members

RECEIVED

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Accepted by

2023 APR 27 A 10:44

Council President

CITY OF FRESNO
CITY CLERK'S OFFICE

Ventura TV and Appliance Center, located at 3619 E. Ventura Ave., is one of the oldest family-owned businesses in Fresno. Founded in 1951, we are now in our 72nd year of continuous operation. Our storefront is on Ventura Ave and our brand is closely tied to our historic street. We are also very proud of the fact that we have helped many people in our community by giving them career opportunities in all phases of our business from warehouse personnel to store management . Currently we employ over 30 people in support our local economy.

We have maintained a successful business in good economic times and bad. Our retail business is highly competitive, especially when you consider all of the electronics stores that have come and gone: Circuit City, Sears, Montgomery Wards, Radio Shack, Fry's Electronics and Good Guys to name a few.

We were surprised to hear of the latest effort by the City of Fresno to change the name of the street which identifies our business. We received no formal or even informal notification from the city of this change and only learned bits and pieces through media coverage. I travel a lot in my job and by the time I learned of this, a "final vote" had already been taken by the city council.

The name Ventura is literally our identity. We have nearly three quarters of a century of equity in this name. In fact, if the name of our street is changed, we feel our brand in the market will be diminished, which was built on our street name. This will be a huge burden for our business and come at a tremendous expense. We deal with hundreds of vendors and other businesses and changing our address on each and every license, permit and legal document will be extremely costly in both time, labor and money.

We are very much opposed to this name change. Frankly we are surprised that this is what the city chooses to focus on when Fresno faces so many other challenges from crime to homelessness. What kind of process is this? Why the lack of transparency and the absence of process? We are baffled that this is the way Fresno is choosing to treat us and hundreds of other businesses along the California, Ventura and Kings Canyon corridor who contribute to the local economy in such a profound way. .

We ask that the Fresno Chamber of Commerce take a strong position in opposition to this name change and formally request that the City reconsider their decision which is counterproductive to the promotion of commerce in the City.

Thank you for your time and consideration.

Sincerely,

Mark Shirin, President



**PETITION TO SAVE Our Neighborhoods –
Kings Canyon Road, Ventura and California Avenues**

RE: Resolution #23-403 dated March 9, 2023,

We, the undersigned individuals, businesses and property owners support City Council Resolution 93- 395 approved on November 30, 1993, finding Kings Canyon, Ventura and California have special prominence and significance to the culture and history of the City of Fresno in that:

California is the name of our state traceable back to 1540; Ventura honors a member of the Franciscan order who contributed to the history of Fresno as part of California and also honors a neighboring county in the same manner as adjoining streets; and Kings Canyon honors the Kings Canyon National Park an area originally named in 1805.

Therefore, be it resolved, we demand that the City of Fresno take immediate action to rescind Resolution #23-403.

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PETITION TO Rescind:

RE: Resolution #23-403 dated March 9, 2023, to rename Kings Canyon Road, Ventura and California Avenue.

We, the undersigned property owners and/or business owners on Kings Canyon Road, Ventura Avenue, and/or California Avenue, were never notified of the pending consideration and approval of Resolution #23-403 and were denied due process regarding the City of Fresno's intent to rename Kings Canyon, Ventura and California Avenues. Additionally, the undersigned were denied the process for the consideration for adequate reimbursement, confusion it would cause, safety issues as well as the ignoring of the historical and economic value of our properties and businesses.

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