

Exhibit C



RESOLUTION NO. 2023-056

A RESOLUTION OF THE COUNCIL OF THE CITY OF
FRESNO, CALIFORNIA, TO BEGIN THE PROCESS TO
CHANGE THE KINGS CANYON/VENTURA BOULEVARD
ALIGNMENT TO "CESAR CHAVEZ BOULEVARD"

WHEREAS, Cesar Chavez was a Mexican American labor leader and civil rights leader and military veteran who dedicated his life's work to improving the living and working conditions of farm workers in the United States; and

WHEREAS, Cesar Chavez's life and work had a profound impact on the people of Fresno; and

WHEREAS, the Council of the City of Fresno from time to time may determine that the renaming of a City Street after individuals, events, or businesses will provide a source of pride and community recognition; and

WHEREAS, the policy and process for renaming a City Street includes a deliberative process that provides guidance when reconsidering the renaming of City streets and includes steps to ensure the process protects the historical significance of current street names; and

WHEREAS, on February 17, 2022, the Council passed Resolution No. 2022-053 directing the Administration to pursue a name change for the Kings Canyon/Ventura Boulevard alignment to "Avenida Cesar Chavez"; and

WHEREAS, the Council now desires to begin the process to change the name of East Kings Canyon Road, East Ventura Avenue, and West California Avenue alignment, which runs east to west between Marks Avenue and Temperance Avenue to "Cesar Chavez Boulevard" (the Renaming Project); and

1 of 3

Date Adopted: 03/09/2023
Date Approved: 03/20/2023
Effective Date: 03/20/2023

Resolution No. 2023-056



WHEREAS, the City Council identified and allocated \$1 million dollars in the Fiscal Year 2022-23 budget in conjunction with the Renaming Project to cover the application fee, labor and materials, replacement of existing City street signs, replacement of Caltrans freeway signage; and

WHEREAS, the Council now wish to begin the Renaming Project.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Fresno as follows:

1. The Council hereby directs and authorizes the Administration to proceed with the renaming of East Kings Canyon Road, East Ventura Avenue, and West California Avenue alignment, which runs east to west between Marks Avenue and Temperance Avenue, to "Cesar Chavez Boulevard."

2. Notices shall be sent to all property owners and tenants within 1,000 feet of the affected areas via US Mail and/or by publication in the Fresno Bee.

3. The Fresno County Board of Supervisors shall be notified of the Renaming Project and requested and encouraged to effectuate the change within County jurisdiction along the alignment of the Renaming Project.

4. The City shall utilize its specifically allotted funds to: (1) reimburse businesses whose addresses are impacted by the street name change for actual and reasonable costs associated with the Renaming Project, and (2) reimburse the County for actual costs associated with the renaming of any County portion of the alignment consistent with the above.

5. This resolution shall be effective upon final approval.



* * * * *

STATE OF CALIFORNIA)
COUNTY OF FRESNO) ss.
CITY OF FRESNO)

I, TODD STERMER, City Clerk of the City of Fresno, certify that the foregoing resolution was adopted by the Council of the City of Fresno, at a regular meeting held on the 9th day of March 2023.

AYES : Perea, Karbassi, Arias, Maxwell, Chavez, Esparza
NOES : Bredefeld
ABSENT : None
ABSTAIN : None

Mayor Approval: March 20, 2023
Mayor Approval/No Return: N/A, 2023
Mayor Veto: N/A, 2023
Council Override Vote: N/A, 2023

TODD STERMER, CMC
City Clerk

By: [Signature] 3-21-2023
Deputy Date

APPROVED AS TO FORM:
ANDREW JANZ
City Attorney

By: [Signature] 3/21/23
Angela M. Karst Date
Deputy City Attorney



March 10, 2023

Council Adoption: 03/09/2023

Mayor Approval:

Mayor Veto:

Override Request:

TO: MAYOR JERRY DYER

FROM: TODD STERMER, CMC
City Clerk

SUBJECT: TRANSMITTAL OF COUNCIL ACTION FOR APPROVAL OR VETO

At the City Council meeting of March 9, 2023, Council adopted the attached Resolution No. 2023-056 ***RESOLUTION - To Begin the Process to Change Kings Canyon/Ventura Boulevard to "Cesar Chavez Boulevard" (Subject to Mayor's veto). Item 1-S, File ID 23-403, by the following vote:

Ayes : Perea, Karbassi, Arias, Maxwell, Chavez, Esparza
Noes : Bredefeld
Absent : None
Abstain : None

Please indicate either your formal approval or veto by completing the following sections and executing and dating your action. Please file the completed memo with the Clerk's office on or before March 20, 2023. In computing the ten day period required by Charter, the first day has been excluded and the tenth day has been included unless the 10th day is a Saturday, Sunday, or holiday, in which case it has also been excluded. Failure to file this memo with the Clerk's office within the required time limit shall constitute approval of the ordinance, resolution or action, and it shall take effect without the Mayor's signed approval.

APPROVED /NO RETURN: _____

VETOED for the following reasons: (Written objections are required by Charter; attach additional sheets if necessary.)

SEE ATTACHED MESSAGE

Date: 3/20/23

Jerry Dyer, Mayor

COUNCIL OVERRIDE ACTION:

Date: _____

Ayes :
Noes :
Absent :
Abstain :

CITY CLERK'S OFFICE
CITY OF FRESNO
2023 MAR 20 P 4: 58

Approved pursuant to
FMC § 2-104(b) 3-20-2023

RECEIVED



JERRY P. DYER
MAYOR

March 20, 2023

Whenever a building, park or street is renamed it is generally accompanied by considerable public debate as evidenced during the March 9, 2023, City Council meeting. Unfortunately, many felt blindsided and left out of the process which does not bode well for building community trust.

I am supportive of naming a street in Fresno after Cesar Chavez, especially in light of Fresno's large Hispanic population and our location in the heart of California's agriculture region where Mr. Chavez helped so many farm workers and their families. While I am supportive of the renaming, and honoring Cesar Chavez, the process has many residents in Southwest Fresno feeling forgotten and disheartened. Frankly, in the eyes of some, the process undertaken to pursue the street renaming has felt counter to the spirit of the great man in which we are aiming to honor.

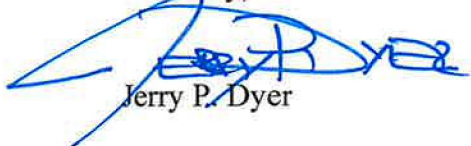
While not as significant, it is also important to note that renaming the nearly 11 mile stretch along Kings Canyon, Ventura, and California will be costly. This is a cost that is yet to be fully determined, but would need to consider all the businesses and residences that will require address changes, modifications to web sites, advertisement, signage, licensure, business cards, brochures, etc.

A more responsible approach could have entailed the hosting of a series of community meetings to gain input similar to what was done to develop the PARCS Master Plan, Cultural Arts Plan, and the more recent community engagement being sought prior to developing the 49-acre regional park located at Church and California.

Because the City Council passed this resolution on March 9th with more than a super majority vote, a veto would simply prolong the agony of enduring another public discussion with the same outcome. However, I am asking for those council members who sponsored the resolution consider reducing the amount of roadway being renamed, to lessen the impact on businesses and residences. Specifically, I am requesting the co-sponsors bring the item back for reconsideration with a different outcome. With an outcome that honors the pleas of the Southwest Fresno community for California Avenue to remain as is. An outcome that honors the spirit of community engagement without marginalizing another historically underserved population. I am proud to support moving forward with renaming both Kings Canyon and Ventura Boulevard to Cesar Chavez Boulevard, and respectfully request the Council co-sponsors reconsider this item so that our neighborhoods are not divided on this matter.

Thank you for your consideration.

Sincerely,



Jerry P. Dyer