

Take the community survey

Join the email list



www.fresno.gov/tdsp



Tower District Specific Plan Update

Implementation Committee Meeting
Tuesday, May 16, 2023

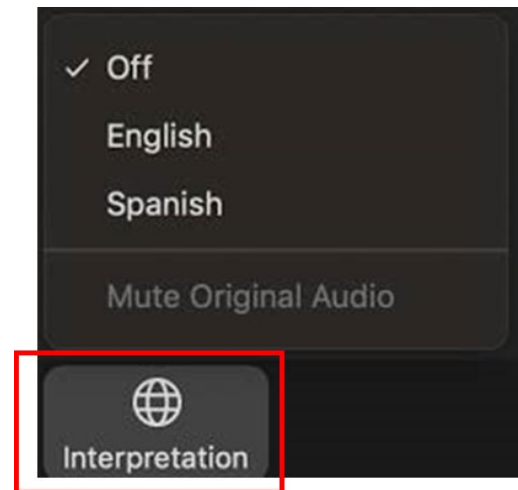
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INTERPRETATION SERVICES

ALL participants should join a language channel in order to listen to and communicate with all participants.

1. Select the Interpretation Globe at the bottom of your screen
2. Choose your preferred language



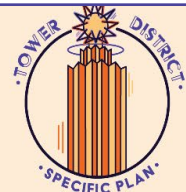
Tonight's meeting is being recorded and publicly broadcasted.

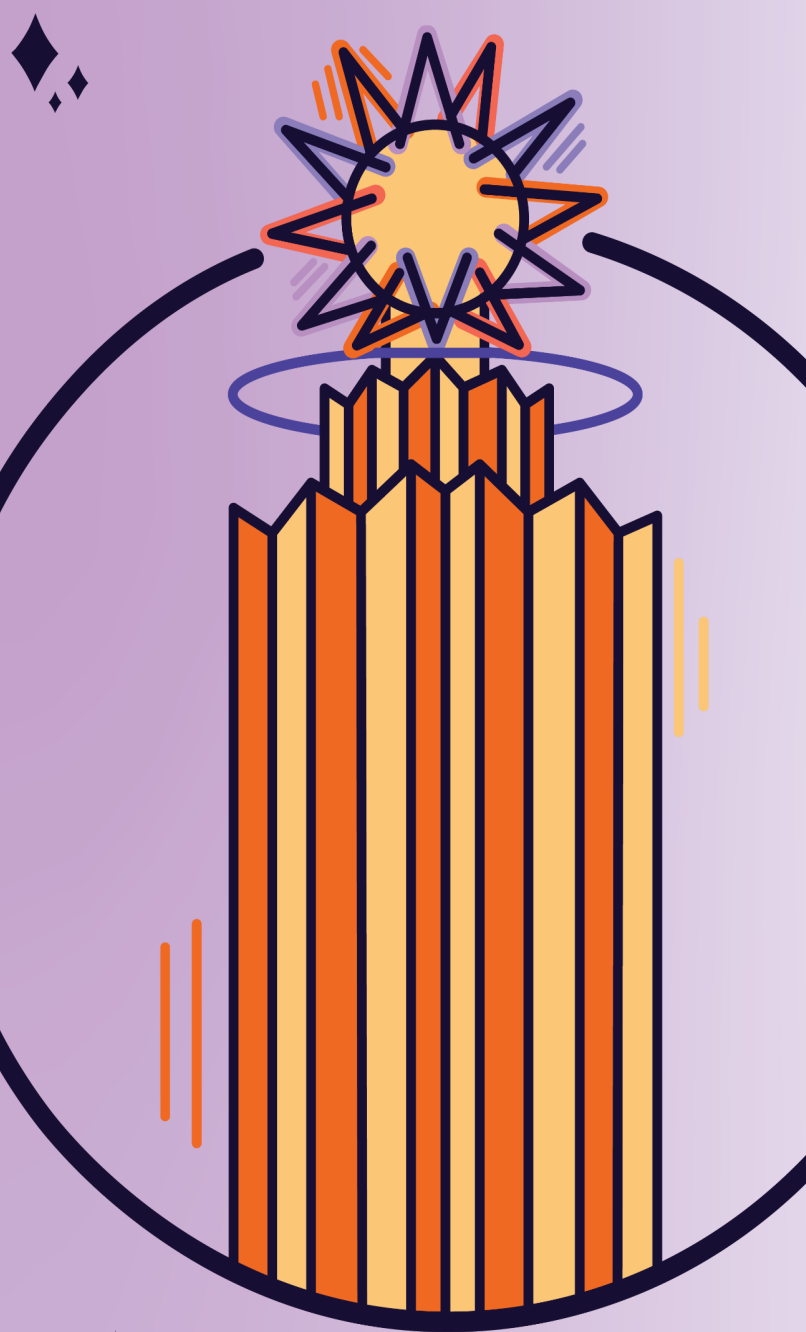
Participation in this meeting will be considered consent to be recorded.

JOIN VIA ZOOM

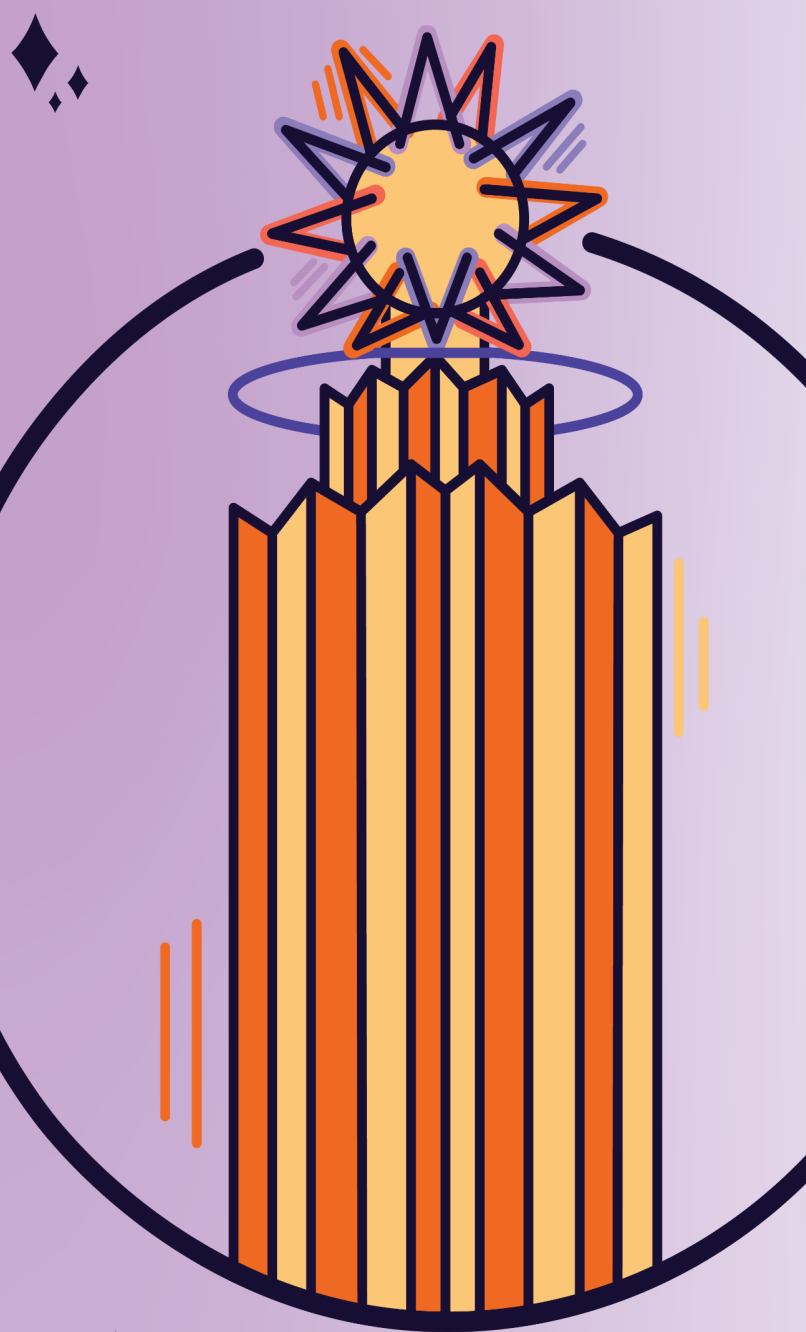
To participate in public comment, join via Zoom:

<https://tinyurl.com/tdsp-meeting>

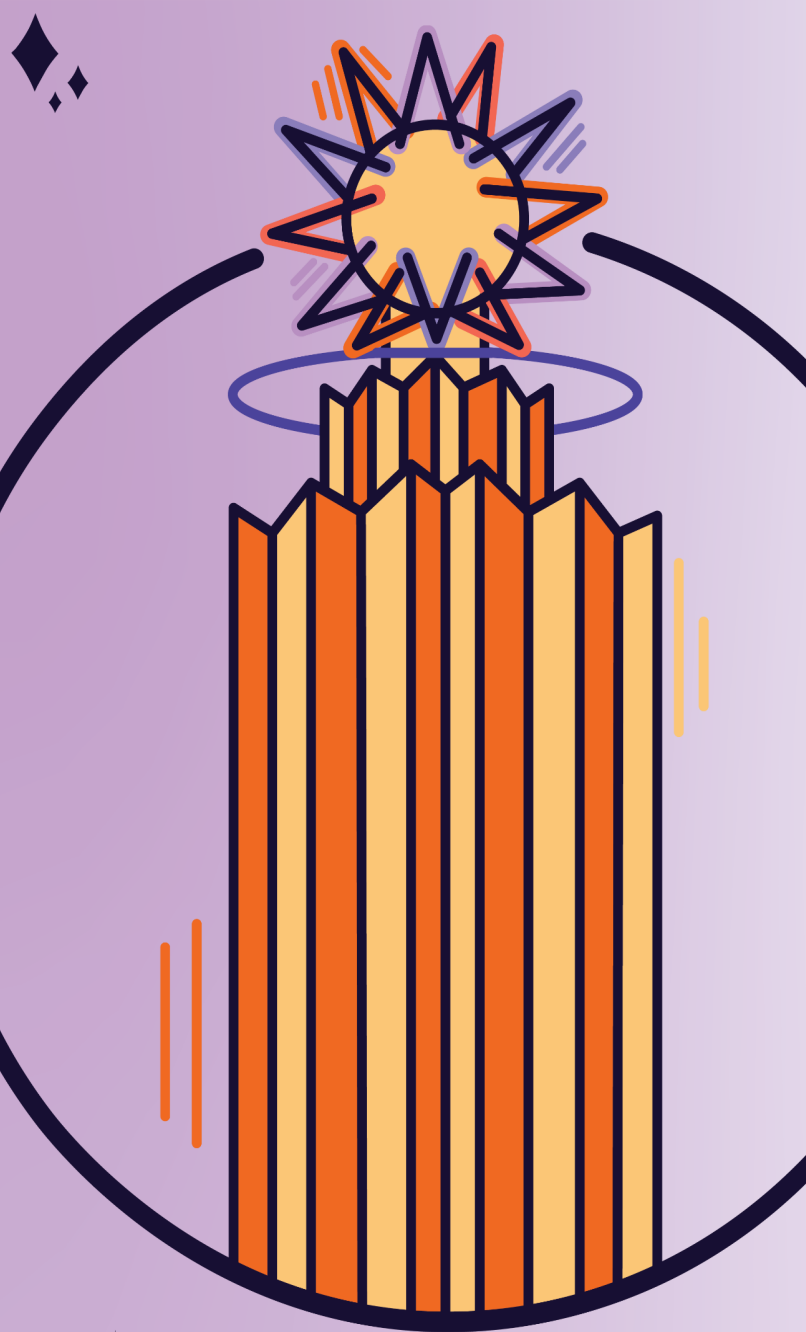




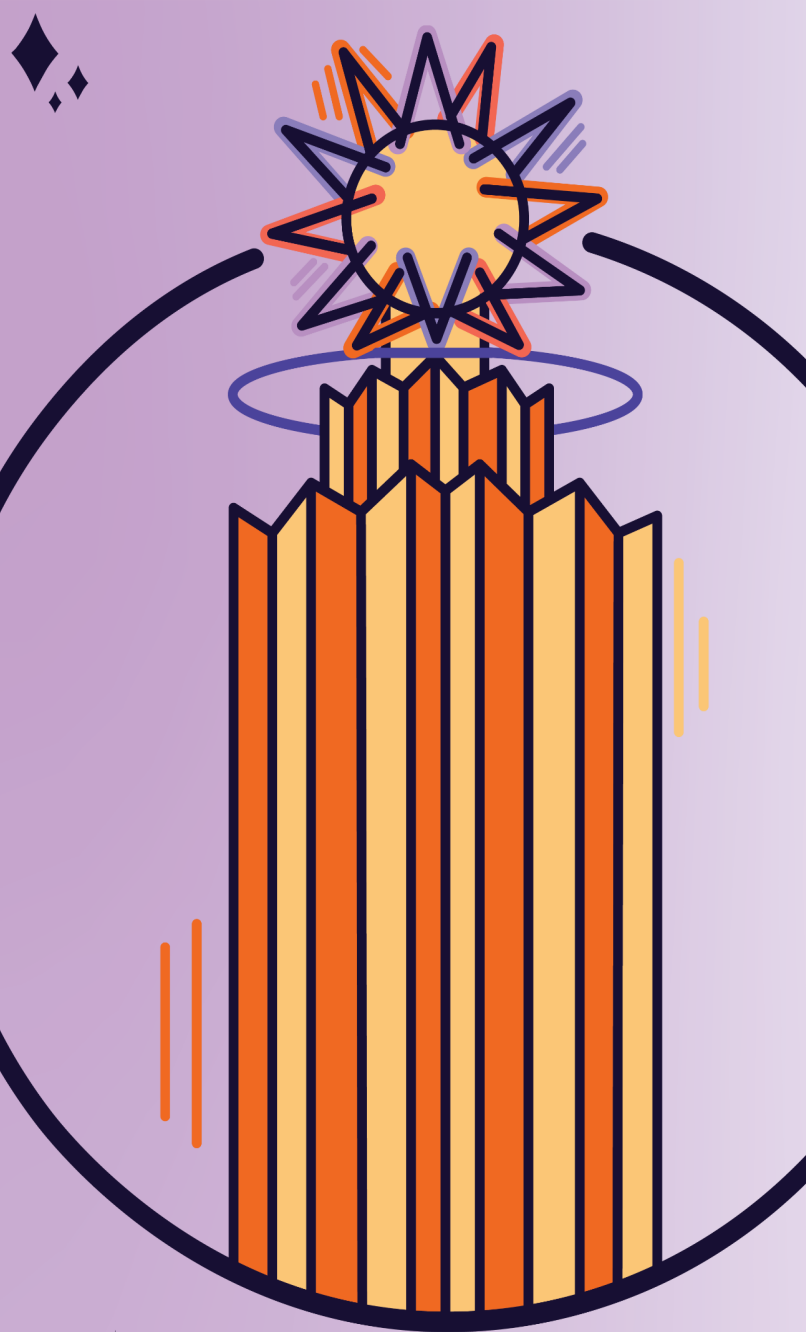
I. CALL TO ORDER & ROLL CALL



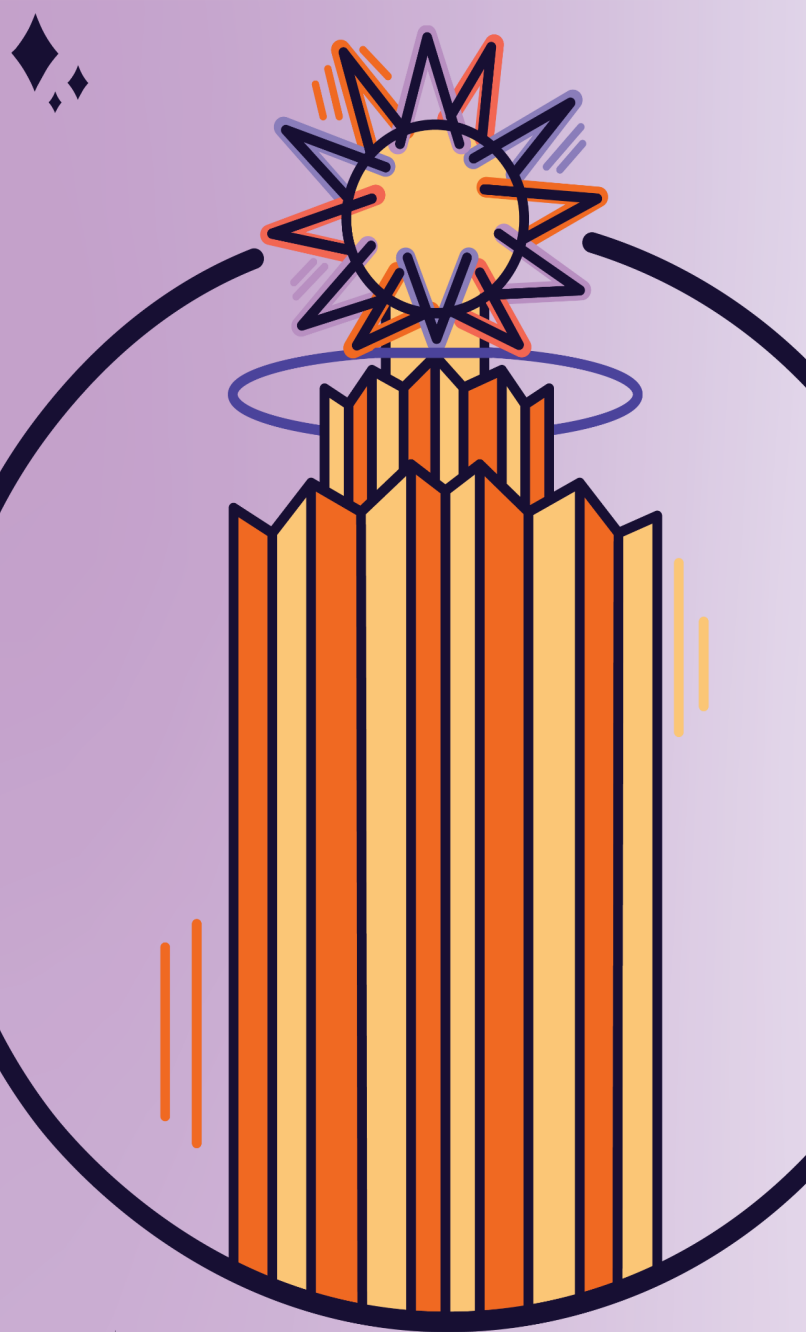
II. APPROVE AGENDA



III. APPROVE MEETING MINUTES



IV. COUNCIL DISTRICT UPDATES



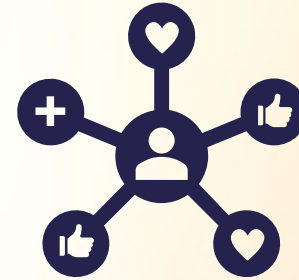
V. REPORT ON OUTREACH AND ENGAGEMENT ACTIVITIES

COME TOGETHER (PURPOSE)

The Tower District Specific Plan was adopted in 1991. Since its creation, Tower has changed in many ways. The purpose of this Specific Plan Update is to recast a vision and create clear implementation measures to allow the vision to become a reality.

We must plan for the future we want to see.





OUTREACH VS. ENGAGEMENT

Outreach: Informing the community about the Specific Plan process

Engagement: Receiving information from community members about their vision for the future of the Tower District; will shape Specific Plan policies and priorities

GET BACK (RECALIBRATED OUTREACH)

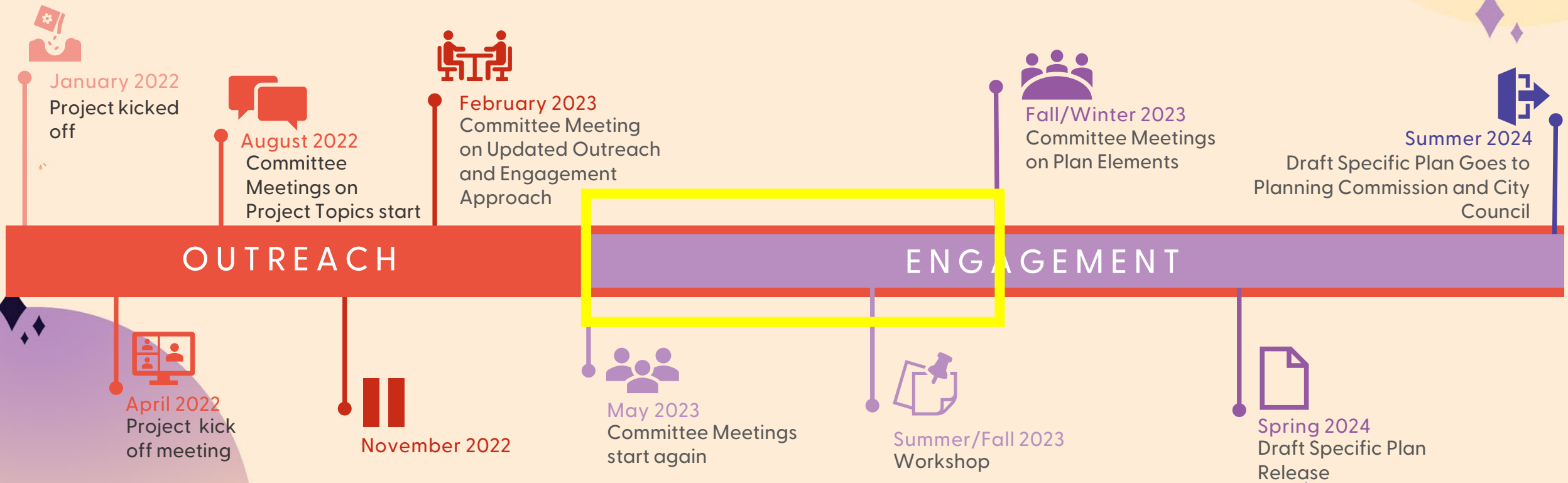
- Primary engagement forum shifts from Committee meetings to Public Workshops
- Committee meetings become a space for discussions related to outreach

RECALIBRATED OUTREACH

- 2 Community Workshops
- 5 Committee meetings focusing on outreach activities and resources (May - August)
- 4 Committee meetings on Specific Plan Update Components (Sept. – Dec.)

- Committee meetings following Workshops will include a recap
- Committee meetings focused on specific topics will include a recap on what we heard and space for public input

HERE, THERE, AND EVERYWHERE (BACKGROUND)



Outreach Materials

Activity	Materials					Roles
	Website	Flyer	Brochure	Social Media Posts	Survey	
	<i>Complete</i>	<i>Completed</i>	<i>Completed</i>	<i>Several Created</i>	<i>Completed</i>	
Canvasing	X	X	X		X	Committee, Community
Materials Distribution	X	X	X		X	Committee, Community, City Staff
Mailers	X			X	X	City Staff, Consultant
Pop-up at planned events	X	X	X		X	Committee, City Staff
Op-ed	X				X	Committee, Community
Social Media Presence	X	X		X	X	Committee, Community, City Staff
Poster Contest	X	X		X		Committee, Community, City Staff
Present at existing meetings	X	X	X		X	Committee, City Staff
Email Blast	X	X	X	X	X	Committee, Community, City Staff
Radio PSA	X				X	City Staff
Pop-up at foot traffic locations	X	X	X		X	Committee, City Staff
Media Coverage	X		X	X		Committee, City Staff

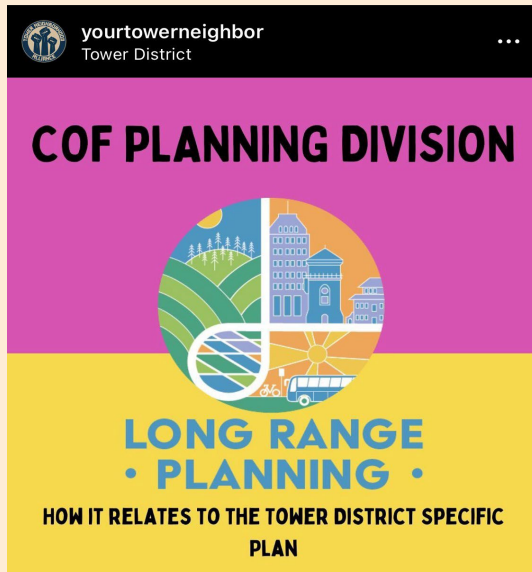
Activity	Materials						Roles
	Boards	Slide Deck	Videos	Stickers	Poster	PSA	
	<i>Completed</i>	<i>Completed</i>	<i>In Progress</i>	<i>Completed</i>	<i>Completed</i>	<i>In Progress</i>	
Canvasing				X	X		Committee, Community
Materials Distribution		X		X	X		Committee, Community, City Staff
Mailers							City Staff, Consultant
Pop-up at planned events	X	X	X	X	X		Committee, City Staff
Op-ed							Committee, Community
Social Media Presence		X	X		X	X	Committee, Community, City Staff
Poster Contest					X		Committee, Community, City Staff
Present at existing meetings	X	X	X	X	X		Committee, City Staff
Email Blast			X		X		Committee, Community, City Staff
Radio PSA						X	City Staff
Pop-up at foot traffic locations	X			X	X		Committee, City Staff
Media Coverage			X		X	X	Committee, City Staff

MATERIALS DISTRIBUTION

- Poster
- Brochure
- Flyers
- Sticker
- Slide deck
- Social media templates



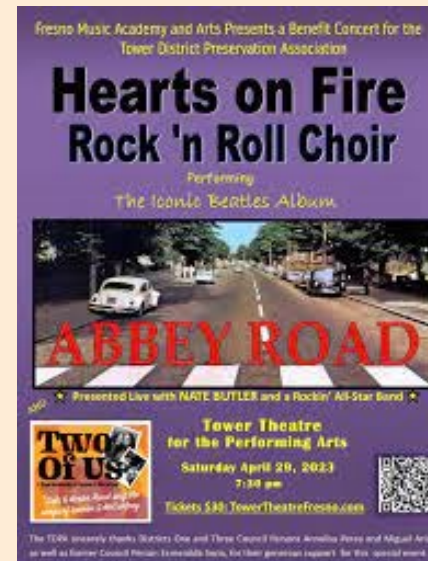
POP-UPS AND PRESENTATIONS



TNA Community Meeting
April 12, 2023



Tower Porchfest
April 29, 2023



Hearts on Fire
TDPA Fundraiser
April 29, 2023



Tower District
Farmers' Market
May 11, 2023



ONLINE INTERACTION



website

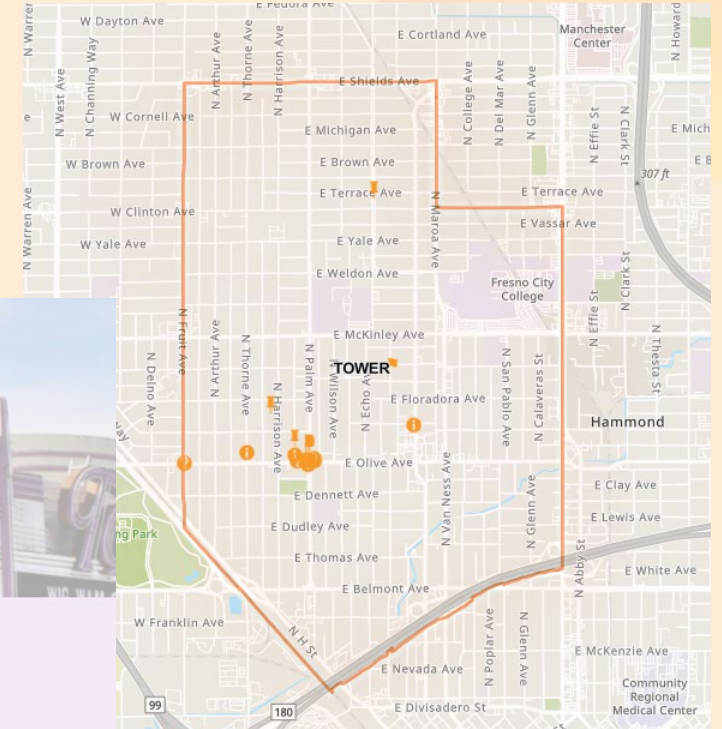


The Tower District Specific Plan Community Survey

Tower District Boundary Map



survey



Interactive map

+ Social media posts



TEAM WORK TO MAKE THE DREAM WORK

- Canvassing
- Materials Distribution
- Mailers
- Pop-up at planned events
- Op-ed
- Social Media Presence
- Poster Contest
- Present at existing meetings
- Email Blast
- Radio PSA
- Pop-up at foot traffic locations
- Media Coverage
- Survey



ALL YOU NEED IS OUTREACH

Where can we focus our efforts now?

How would you like to help?

Sign up 10 people to
the email list

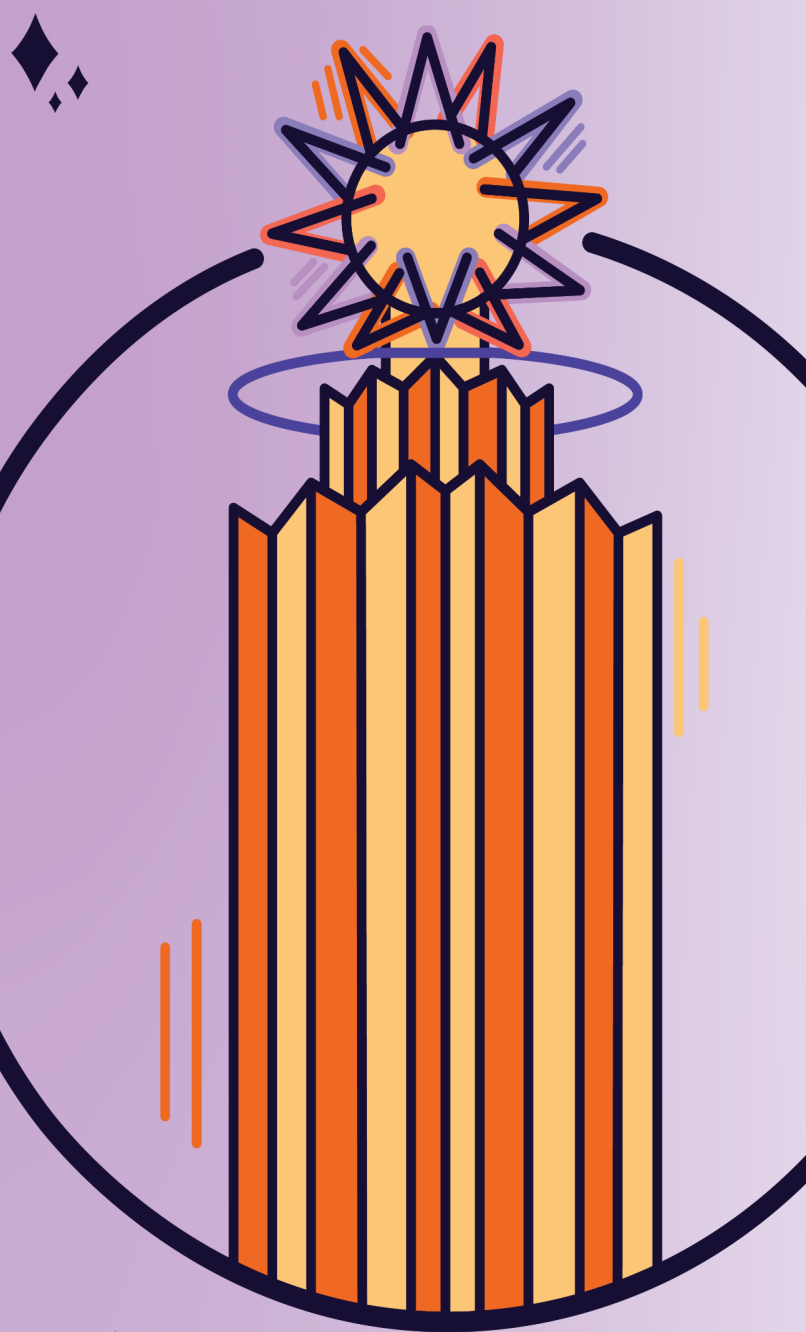
Get 5 friends to take
the survey

Take 2 friends to an
upcoming event

Post with #TowerSP

Distribute flyers



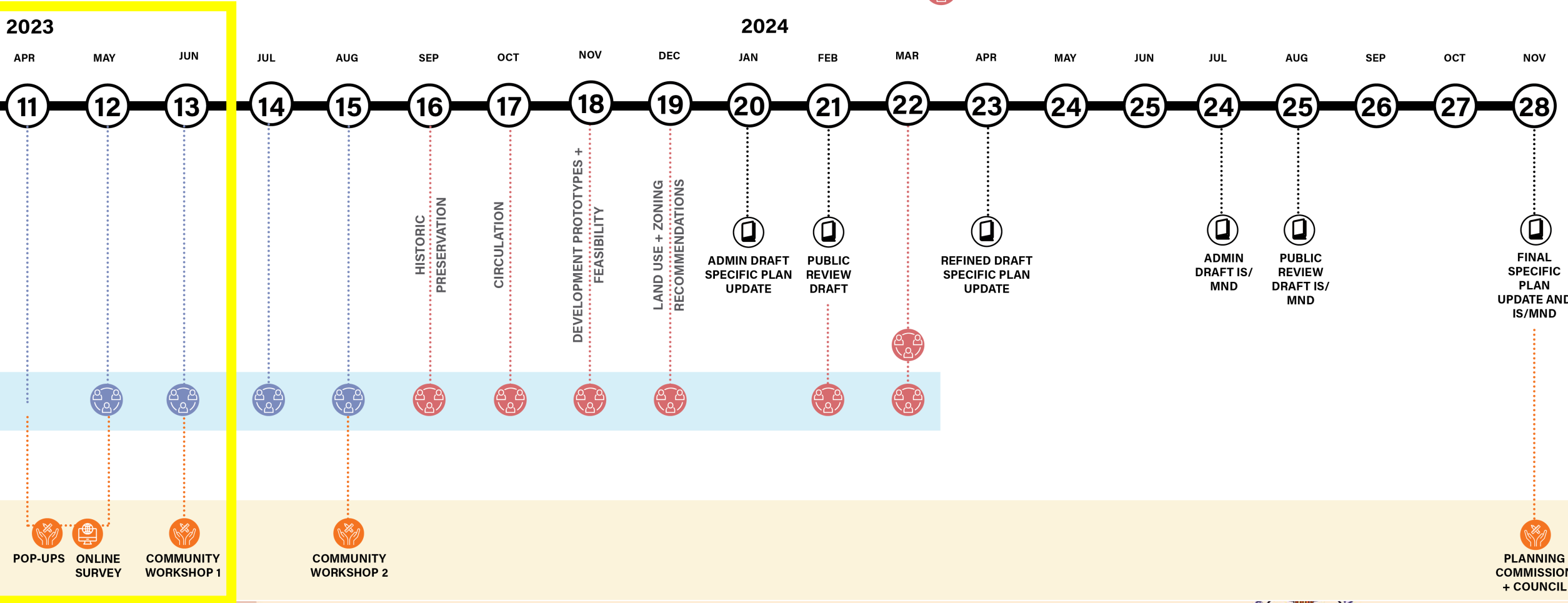


VI. REVIEW OF SCHEDULE AND UPCOMING EVENTS

Tower District Specific Plan Update

Project Schedule

-  COMMITTEE MEETINGS - COMMUNITY ENGAGEMENT FOCUS
-  COMMITTEE MEETINGS - SPECIFIC PLAN TOPICS FOCUS



DISCUSSION: PUBLIC WORKSHOP #1

June 24, 2023

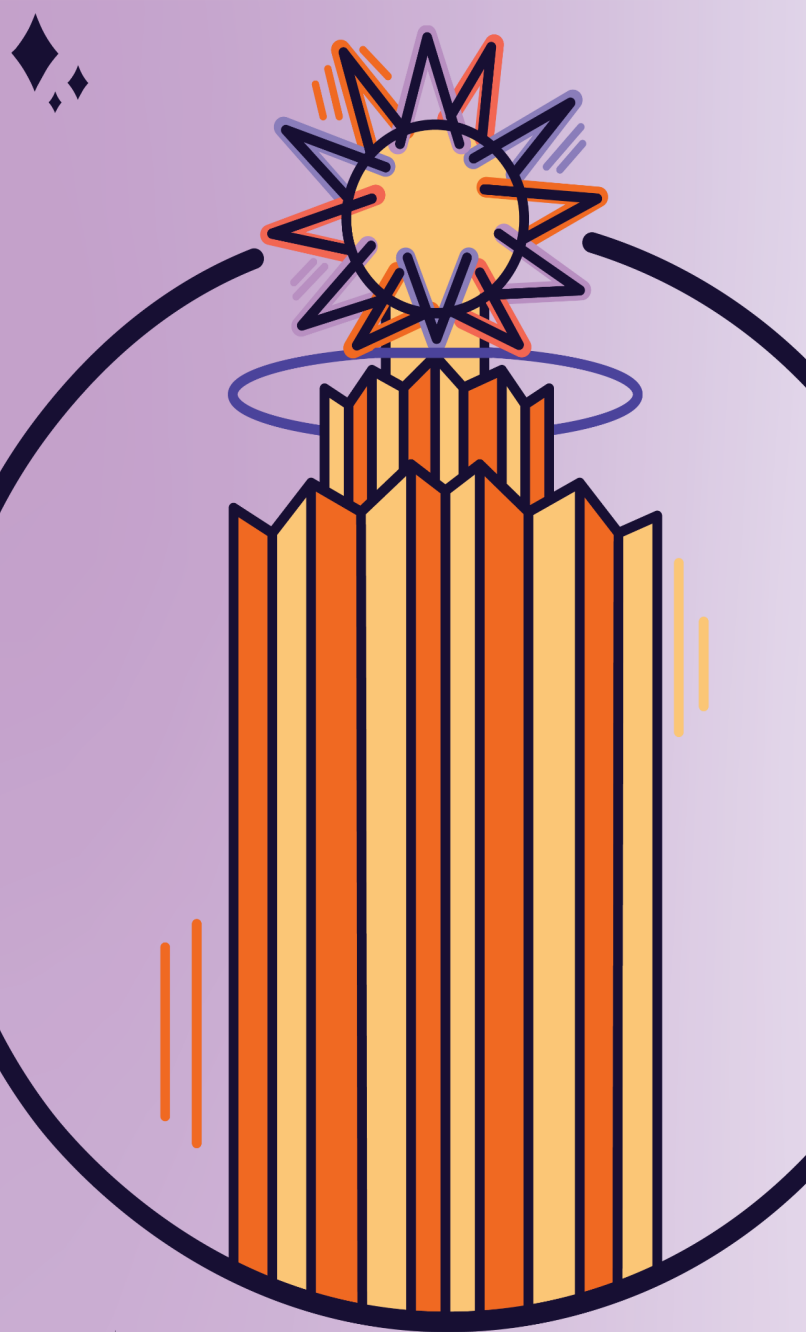
Let's Roll Fresno | 403 W Olive Ave, Fresno, CA 93728



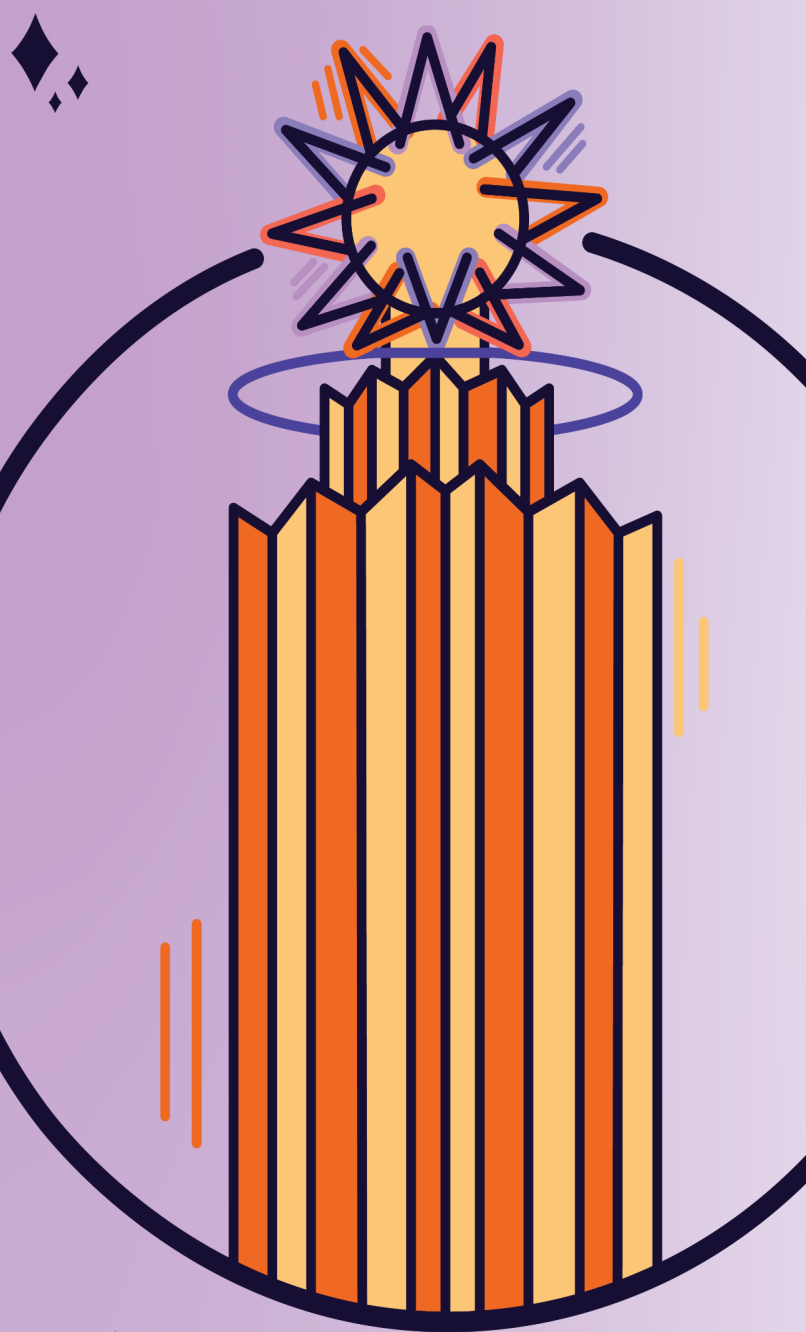
UPCOMING EVENTS

- May 18th at 5pm | Tower District Farmer's Market Pop-Up Booth
Olive Avenue between Wishon/Fulton and Echo Avenue
- May 29th 11am to 3pm | Ampersand Block Party Pop-Up Booth
Echo Avenue near Weldon Avenue
- June 20th at 5:30pm | Implementation Committee Meeting
Tower Theater Lounge | 815 E Olive Ave, Fresno, CA 93728
- June 24th at 10am | Community Workshop #1
Let's Roll Fresno | 403 W Olive Ave, Fresno, CA 93728

Visit www.fresno.gov/tdsp to keep updated on upcoming events!



VII. UNSCHEDULED ORAL COMMUNICATIONS

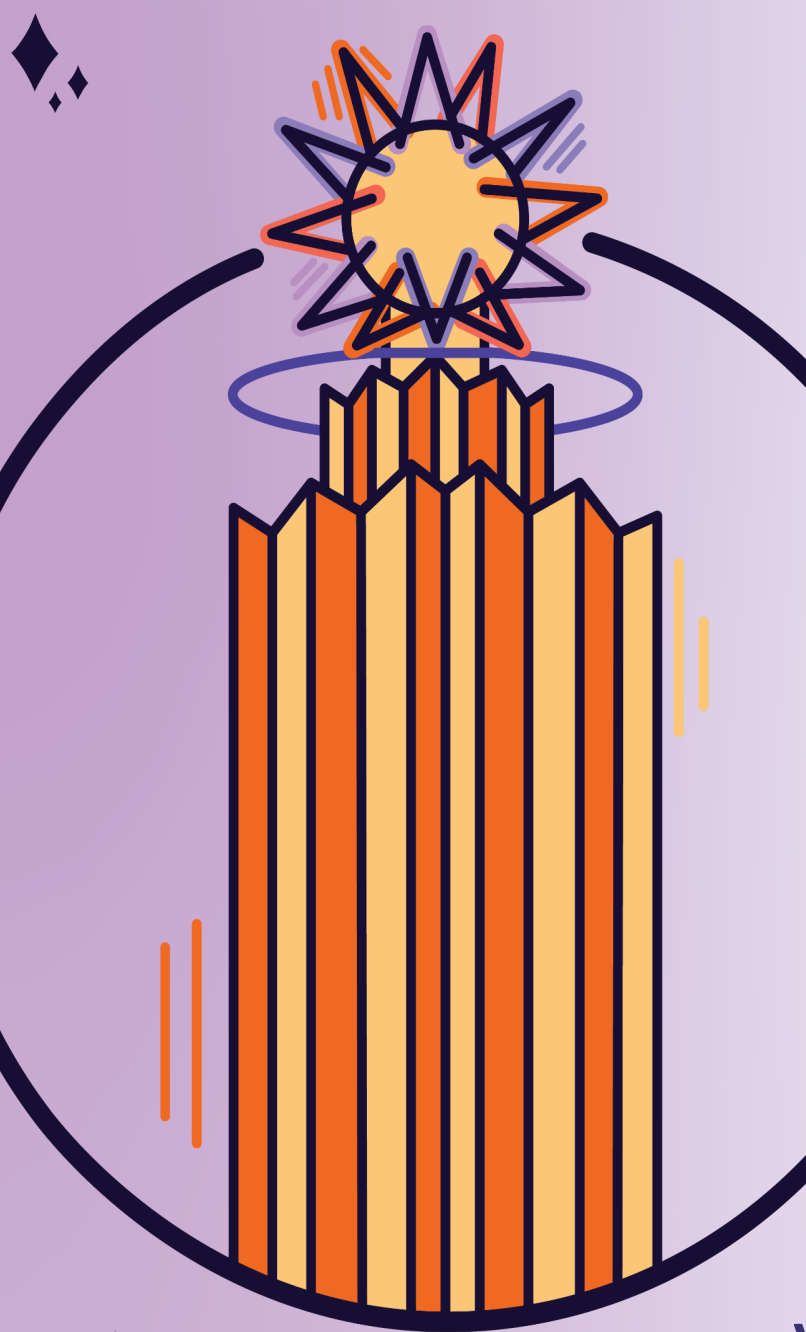


VIII. CLOSING AND NEXT STEPS

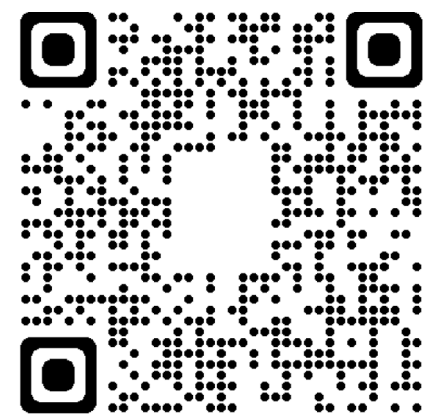
HELLO, GOODBYE (NEXT STEPS)

1. Everyone gets to work on outreach!
2. Next Committee Meeting is
Tower Tuesday, June 20
at 5:30pm
in the Tower Theater Lounge





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