**TOWER DISTRICT SPECIFIC PLAN IMPLEMENTATION COMMITTEE**
**MEETING MINUTES**
Tower Theatre Lounge 815 E Olive Ave, Fresno, CA 93728

**Tuesday, November 15, 2022 - 5:30 P.M. – 7:46 P.M.**

***AGENDA***

## CALL TO ORDER AND ROLL CALL

*This meeting was called to order at 5:30 p.m.*

Present – 5 Vice Chairperson Michael Birdsong, James Kitsch, Myra Coble, Annie Lokrantz, Janay Conley
Absent - 1: Chris Johnson

Consultants – Sheila Hakimipour

Staff - 5: Drew Wilson, Sophia Pagoulatos, Matthew Woodward, Kara Hammerschmidt, Preston Hers, and Jamie Bernal of Council District 1(Virtually).

## I. Welcome, Introductions and Review of Agenda

*There were no comments on this item:*

*Motion made by Committee Member Myra Coble*
*2nd made by Committee Member Janay Conley*

*Agenda was approved unanimously*

## II. Approval of Meeting Minutes –

*There were no comments on this item:*

*Motion made by Annie Lokrantz*
*2nd made by Myra Coble*
*The Minutes were approved unanimously*

## III. Council District Updates –

*Jamie Bernal representing Council District 1 notified attendees of an upcoming meeting regarding Van Ness and Weldon Park.*

**IV. Discussion: Public Outreach & Engagement Approach** –
*Staff presented a series of options for how the outreach approach can be recalibrated in order to get more public input as the committee desired.*

*The Committee was presented with various scope enhancements before being asked the following discussions questions,*

1. *What types of activities would you like to see – this can be from existing tasks, the scope enhancement Tasks, or ideas not listed.*

*and gravitated around ideas such as more social media engagement, more workshops, and bringing all the different communities in Tower into the planning process.*

Public Comment:
Kevin Miller: Encouraged the committee to use good ideas from the community for outreach such as using the nearby radio station. He also thought the bike and walk audits at $20,000 were a little expensive.

Jacob Bailey: Said there were too many explainer sessions, there needed to be more workshops, and that people's lived experiences needed to be translated into zoning. Encouraged more outreach beyond just brochures and mailers, including activities on Belmont and Blackstone.

Kaitlin Goerzen: Asked if any interventions were planned for West of Palm, South Tower or South of Olive.

*Staff replied yes.*

(Unknown): Within the walk audit, are they planning after dark as well? Any plans for helping kids walk to school?

*2. Given the budget constraints, what public outreach and engagement activities does the committee want to prioritize?*

*The committee members each provided staff their top 3 and lowest 3 priorities.*

*3. What role can you (the committee) play/how can you assist in these activities?*

*The committee members expressed a strong willingness to assist in various forms of outreach such as canvasing, surveys and social media.*

*Then, the committee members were asked what they believed the role for the committee should be in the public engagement process. Based on this feedback*

*staff will present a new outreach plan at the following committee meeting in February.*

## V. Unscheduled Oral Communications –

*Staff member showed two kinds of stickers for committee feedback. The committee provided feedback such as adding a QR code and changing the name from Tower Tomorrow to Tower District Specific Plan.*

Public Comment:

Jacob: He had seen the sticker on Facebook and Instagram and couldn't figure out what the meeting was about.

*The Committee voted to choose Option 1.*

Sheila Hakimipour: Was curious about the size of the sticker. Would it work with a QR Code?

## VI. Closing and Next Steps –

*Drew Wilson wraps up the meeting with the following:*

1. Holiday Hiatus – Project Team will recalibrate the Public Outreach and Engagement approach.
2. Tower District Committee Meeting – February 21st, 2023 *Public Outreach and Engagement Options Review*

*Motion to adjourn the meeting made by Michael Birdsong*

*Seconded by Committee Member Janay Conley*

*Unanimous approval.*

*Meeting adjourned at 7:46 pm*