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

Tuesday, February 28, 2022 - 5:52 P.M. – 7:34 P.M.

AGENDA

CALL TO ORDER AND ROLL CALL

This meeting was called to order on Tuesday, February 28, 2023 at 5:52 p.m. via Zoom.

Present – 6 Chairperson Chris Johnson, Michael Birdsong, James Kitsch, Myra Coble, Annie Lokrantz, Janay Conley

Staff - 5: Drew Wilson, Sophia Pagoulatos, Casey Lauderdale, Adrienne Asadoorian, Marisela Martínez, Kara Hammerschmidt, Maeketah Rivera, Karlo Guillermo, Yamilex Nava, Preston Her, and Samantha Gonzales (Council District 3).

I. **Welcome, Introductions and Review of Agenda**
There were no comments on this item.

Motion made by Committee Member Michael Birdsong
2nd made by Committee Member Annie Lokrantz

Agenda was approved unanimously.

II. **Approval of Meeting Minutes**
There were no minutes to approve.

III. **Council District Updates**
Samantha representing Council District 3 notified attendees that she was available to take any questions.

IV. **Discussion on Committee Meeting Location**
The Location of Meetings was reviewed in order to rotate meeting locations every quarter. After discussion between Staff and the committee members, the committee voted to postpone until later in the meeting, after the outreach

discussion.

Public Comment:

Kiel Lopez Schmidt: Allowing table conversations to happen is better than seats in the Tower Theater lounge. Wants to enable the zoom chat.

Staff member Marisela Martinez clarified that breakout rooms are possible on zoom for the same purpose.

Arthur Robinson: Were tests conducted to see which location would have a better zoom connection? Has accessibility been checked with Disability Advisory Commission?

Staff member Drew Wilson clarified that staff has mobile hotspots they bring to meetings. Staff does not currently work with DAC but will work on it. Will make it more clear on meeting postings that residents can call ahead if meeting accommodations are required.

Daniel Dominguez: Asked why Susan B Anthony and Heaton were not included.

Staff member Drew Wilson clarified it was due to potential scheduling conflicts.

Motion by Janay Conley to postpone the decision until after the outreach discussion.

2nd by Michael Birdsong.

Unanimously Approved.

V. **Discussion on Public Outreach & Engagement Approach**

Staff provided background on the planning process so far before outlining the current improved outreach strategy. Current goal is to use the time between now and May 2023 to produce outreach materials for canvasing, pop-ups, email blasts, interactive website, and workshops in the summer and fall.

Public Comment:

Daniel Brannick: Suggested city staff coordinate bringing the Tower Plan to Porchfest on April 29th.

Emanuel Lara: Suggested leaving brochures, stickers, and more at events like at Gazebo Gardens, Fresno High Fleet market, and other community events.

Norla Henderson: Thought it would be interesting if community members would put together their own tours. Has a page called Our Tower Tour where people

are already doing this.

Claire Evans: Discussed having meetings at Chicken Pie shop.

Jessica Miguel: Wants to partner with Fresno Unified to use their Peach Jar system to distribute flyers, liked the website, but is concerned about cumbersome GIS maps on mobile, and accessibility for other languages.

Kyle Lopez Schmidt: Noted that the intro video tone for the industrial area sounded positive. Would like to see other parts of South Tower highlighted as well.

Arthur Robinson: Highlighted Jacob Bailey's comment from the last meeting on how the plan needs to reflect lived experiences. Believed the plan needed to meet people where they're at.

Staff member Drew Wilson acknowledged this need and it is part of the reason there was a pause on the process. Staff and the committee members will help to bring the plan to where people are at.

City staff then presented two engagement options; the edited original draft activity-based meetings with one workshop and the shifted approach with two workshops, but with 5 committee meetings where outreach is discussed. They then asked the committee to discuss and select one.

After further discussion, the committee asked the public for further comments.

Public Comment:

Daniel Dominguez: Likes option 2 for a "turn key" opportunity for outreach. Wants clarification on the Implementation Committee's role, consultants, city staff, and residents. Suggested using food coupons as incentives and having more councilmember involvement.

Drew Wilson responded by saying that there were 5 community meetings happening tonight and many of the councilmembers were busy in their districts with other events.

Motion to approve Option 2 by Janay Conley.

2nd by Michael Birdsong.

Approved Unanimously.

VI. **Approve Meeting Location**

Staff recommended that if the committee meetings will focus on outreach, not as much space is required. Discussion regarding workshop locations will occur at the May meeting.

Chris Johnson preferred keeping committee meetings at the Tower Theatre Lounge for now.

Motion to approve by Myra Coble.

2nd by [not recorded]

Approved Unanimously.

VII. **Unscheduled Oral Communications**

Staff member Sophia Pagoulatos reminded everyone about the Multi-Jurisdictional Housing Element and announced that Drew Wilson will be leaving the Long Range Planning team for the PARCS Department.

VIII. **Closing and Next Steps**

The project team will finish making the remaining materials based on the Committee's feedback, update the meeting schedule, draft a memo on the committee meeting function, finalize and review the community engagement strategy with the committee.

Meeting adjourned at 7:46 pm