

# Southwest Fresno Specific Plan

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## STEERING COMMITTEE MEETING #2

**Date of Meeting:** August 17, 2015

**Location:** Fresno City Hall, 4<sup>th</sup> Floor Room 4017

**Members Present:** Jeff Roberts; Juanita Ashley; Eric Payne; Sylvesta Hall; Sharon Williams; Ashley Werner; Donna Middleton; Tom Beggs; Juan Esquivel; Angela Aguilar; Maria Lizaldo; Mary Curry; Venise Curry; Leonicio Vasquez Santos; Raquel ; Alex Belanger; Sabrina Kelley; Tate Hill; Debbie Darden; Michaelynn Lewis; Esther Cuevas; Jane Carretero; Alejandro Esquivel; Sheila Scheitrum

**Project Team Present:** Gregory Barfield (Council office); Sophia Pagoulatos (City); Trai Her (City); Margarita Rocha, Lucio Avila (Centro La Familia); Robert Mitchell; Steve Cancian (Shared Spaces); Bruce Brubaker (PlaceWorks); Kiel Schmidt (Pop-up)

### Meeting Summary:

Introductions. The meeting was opened by Steve Rasmussen Cancian and introductions were made from the Steering Committee members, staff and public. An exercise to brainstorm Guidelines for Good Meetings was held. The guidelines proposed were:

*Have a manageable number of attendees, promote time management, be motivated, keep on track, have quality participation, union, respect, have a good layout for the meeting, don't misquote members, have goals, good facilitation, and bring passion*

Discussion: A Participatory Process that Builds Leadership. It is understood that one problem with previous planning processes in Southwest Fresno was the lack of ongoing leadership. A discussion revolved around this. This Steering Committee is an effort to build leadership for the Specific Plan process and beyond. The Participatory Planning Process diagram (Attachment A) was discussed.

Question – can the Committee receive the Outreach Plan? Answer - yes, we will send.

Question on whether Developer Roundtables and Topic Groups will be an open process – answer was yes they will be open.

Question on how long the process will take. Bruce Brubaker presented the Overall Schedule (Attachment B), which stretches into year 2017. Much of the reason for the long overall timeline is due to the Environmental Impact Report (EIR), which has certain periods for review and comment.

However, the active development of the plan concepts by the community and the Steering Committee will happen intensively over the next five months.

Another point about lack of implementation from previous plans was made – that this plan will have an EIR, which will enable proposed new development to “tier off” of the EIR and should streamline approvals.

Roles and Responsibilities. The next discussion focused on the role of Committee members. A proposed list showing the role of Committee members (Attachment C) was discussed along with responsibilities for attendance, participation, representation, and mobilization. A question was asked – can members have an alternate? Answer – yes.

Part of the mobilization effort will be that each member is expected to bring three others from their constituency to the community events. “Each branch brings its fruit.”

Question was asked – will everything be posted on line? Answer – yes we are working on setting up the website and everything will be there.

A statement was made by a Committee member: “we are living in the present, looking to the future – don’t look to the past - be positive and do things that are good.”

A board with printed Roles and Responsibilities for the Committee was passed around for members to sign.

Decision Making. A sheet was passed out (Attachment D) showing several alternatives for how the Committee will make decisions, ranging from simple majority to complete consensus. Any decision needs a quorum, which is at least half of the Committee, plus one. After discussion, the Committee decided that the Committee should strive for agreement by all members, but when decisions need to be made:

*At least 75% of the members present have to agree*

Role of Committee in developing agendas, facilitating meetings, and creating meeting summaries was discussed. It was agreed that the Committee will share with staff the development of agendas and facilitation of meetings. Staff will be responsible for meeting summaries. A subcommittee of Committee members to collaborate on agenda setting was created.

A question was asked about how the City staff will participate in the process. There was not time for a detailed answer but the short answer is that there are points in the process for City review of proposals and plans.

Question – how do we know if City Council will support our efforts? Answer was that Council has been very supportive with funding for this, and the Southwest SP will be a model for other areas in the City of Fresno.

Committee Meeting Rules. Sophia Pagoulatos gave a short presentation on the Brown Act and the rules regarding Committee meetings. She passed out a handout that lists the “dos and don’ts” for Committee members. Some of these include: all meetings will be open to the public; meetings will be

noticed, or advertised, to the community prior to the meeting; and a majority of members cannot informally meet, even on phone meetings or virtual meetings.

Schedule. The upcoming schedule of events was discussed. After some back and forth, the Committee decided that Committee meetings and Community Workshops should be on Tuesday evenings. Location for Workshops will be at Gaston School, although it needs to be confirmed. The Committee meetings will be at the Marcus Center space on California at MLK. The decided dates are as follows:

Community Workshop #1 – Tuesday Sept 15, Refreshments at 5:30, start meeting at 6:00

Community Workshop #2 – Tuesday Oct 13, Refreshments at 5:30, start meeting at 6:00

Steering Committee Meeting #3 – Tuesday Nov 10, Refreshments at 5:15, start meeting at 5:30

Community Workshop #1 – Tuesday Jan 12, 2016, Refreshments at 5:30, start meeting at 6:00

*Everyone, please mark your calendars!*

Getting People to the Community Workshop. The following ideas were discussed to get maximum participation at the workshops:

*Have the Committee members bring people*

*Add motivational speakers*

*Food and childcare*

*Get notice out early – two weeks ahead*

*Have a theme to promote*

*Send something with all three workshop dates, but feature the first one*

*Have gift cards to raffle (Note – Michael Duarte of the FHA volunteered four Walmart gift cards)*

Topic Groups. Kiel Schmidt presented the plan for Topic Groups. We anticipate that community members will want to participate outside the workshops, and the Topic Groups will channel that energy and help keep momentum up. Meetings of the topic groups will be at the Marcus Center space. We anticipate having this drop-in center open one day a week, probably Thursday afternoon and evening.

Some topics may include Housing and Jobs. One proposal is to have an Art Hop day coordinated with the ongoing Art Hop. Topics will be discussed at the first Community Workshop.

Others suggested having more pop-up events, where info can be handed out and feedback welcomed.

The idea of having an “app” created for the SW Specific Plan was suggested. This or some type of social media was supported.

Next Steps. The next meeting will be the Community Workshop on September 15. See you all there!