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Agenda Item: 5:00 P.M.

Date: 2/27/14

2014 FEB 26 PM 3 53



Supplemental Information Packet

Agenda Related Items – 5:00 P.M.

Supplemental Packet Date: February 26, 2014

Item(s)

HEARING to consider approvals related to the Proposed Fulton Mall Reconstruction Project (**Property located in District 3**) – City Manager's Office, Public Works Department and Development and Resource Management Department

Supplemental Information:

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

Americans with Disabilities Act (ADA):

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

Fresno Presidents' Council

A coalition of public and private institutions committed to Fresno's future.

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February 26, 2014

CITY CLERK, FRESNO CA

Honorable Steve Brandau, Fresno City Council President
Honorable Blong Xiong, Fresno City Council District 1
Honorable Oliver Baines, Fresno City Council District 3
Honorable Paul Caprioglio, Fresno City Council District 4
Honorable Sal Quintero, Fresno City Council District 5
Honorable Lee Brand, Fresno City Council District 6
Honorable Clint Olivier, Fresno City Council District 7

Re: Launch of the Fresno Presidents' Council and Support for the Fulton Mall Reconstruction Project

Dear Council President Brandau and City Councilmembers:

As presidents and CEOs of local education, health care, agricultural, and financial institutions, we announced today the formation of the Fresno Presidents' Council. We have drafted the enclosed Declaration to our Community, which outlines the basis of the Fresno Presidents' Council and our commitment to working together to address long-term challenges in our community.

Our industries and institutions are rooted to this region and will still be here in 100 or more years. Our futures are inextricably tied to the ability of the region to prosper and be healthy. As a result, we are committed to working together to help bring new life to our Downtown, Central Fresno, and the local economy. Specifically, the Fresno Presidents' Council is committed to:

- Supporting public investments in the inner city and making the necessary changes to restore Downtown Fresno as a regional center for commerce and culture;
- Creating programs that support health care, educational, financial management, and nutritional services to the community, especially in neighborhoods of greatest need;
- Maximizing the positive impact on the local economy of our institutions' buying power;
- Exploring opportunities to invest in historic neighborhoods;
- Advocating for a long-term approach to land use decisions at all levels; and
- Collaborating with additional partners to pursue funding needed to achieve our objectives.

We believe the upcoming vote on the Fulton Mall represents an excellent example of a public investment in the inner city that supports the overall efforts under way by the City and the private sector to restore our Downtown. We understand that the Fulton Mall reconstruction project is just one major step of many that will need to consistently be made to truly revitalize Downtown, but we believe it is an extremely important first step. We ask for your support on Thursday on the Fulton Mall project.

Fresno Presidents' Council

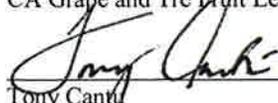
A coalition of public and private institutions committed to Fresno's future.

We look forward to working with City Hall and other public and private stakeholders to advance the long-term interests of our community.

Sincerely,



Barry Beewell
CA Grape and Tre Fruit League



Tony Cantu
Fresno City College



Jack Chubb
Community Regional Medical Center



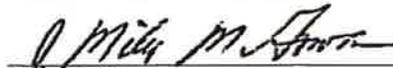
Randy Dhindsa
Rabobank



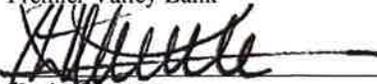
Superintendent Michael Hanson
Fresno Unified School District



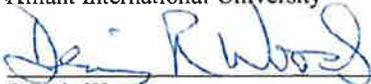
Ryan Jacobsen
Fresno County Farm Bureau



Mike McGowan
Premier Valley Bank



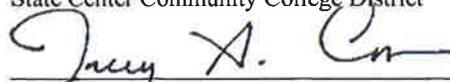
Xavier Romano
Alliant International University



Dennis Woods
United Security Bank



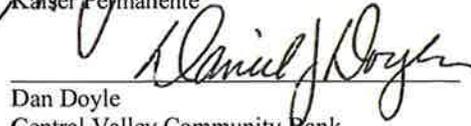
Dr. Deborah Blue
State Center Community College District



Dr. Joseph Castro
California State University, Fresno



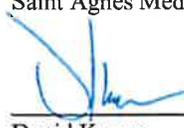
Jeff Collins
Kaiser Permanente



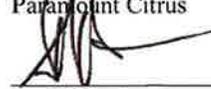
Dan Doyle
Central Valley Community Bank



Nancy Hollingsworth
Saint Agnes Medical Center



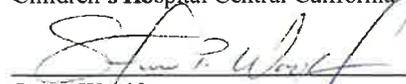
David Krause
Paramount Citrus



Scott Rhodes
Wells Fargo



Todd Sundrapak
Children's Hospital Central California



Stuart Woolf
Woolf Farming

FRESNO—The Presidents' Council

We, the Fresno Presidents' Council, are chief executives of Fresno's anchor institutions in health care, education, agriculture, and finance.

Our institutions have the opportunity, motivation, and responsibility to address serious, long-term challenges in Fresno, and we pledge to work creatively together to generate solutions large and small.

We advocate for other agencies and the private sector to join us by acting in the long-term interests of the community.

February 26, 2014

The central San Joaquin Valley faces numerous threats to its future prosperity. Among the most serious are the concentration of poverty in urban neighborhoods, low rates of educational attainment, high rates of unemployment, poor air quality, and the continued loss of high-quality agricultural land to suburban development. The precarious finances of local agencies reflect these challenges while also further threatening the region's ability to succeed and prosper in the future.

Our industries and institutions are, by nature, rooted to this region. We will still be here in 100 years, a part of the community for as long as Fresno exists. Our futures are inextricably tied to the ability of the region to prosper and be healthy.

Our industries and institutions are engines in the local economy. Together we employ approximately 107,000 people, some 28% of the entire Fresno and Madera County workforce, who live in the Fresno region today. We consume a significant portion of the goods and services consumed in the region.

Our labor, resource, and client bases will always draw primarily on this region. Our own self-interest dictates that we protect and nurture these assets locally in order to remain viable over time. Our procurement decisions are opportunities to reinvest in the local economy with the goal of long-term stewardship of the community assets we depend on.

Our industries routinely attempt to draw new potential employees, clients, and resources to our region. The condition of all parts of our community affects the decisions of others to locate and invest in Fresno. The lack of a vibrant downtown as a focus of innovation, entrepreneurship, and culture weakens the region's long-term economic prospects — and our own — and lowers the quality of life for residents today. Even if some suburban areas offer a high quality of life, there are some talented employees we cannot retain and recruit without the presence of healthy, walkable, mixed-income urban neighborhoods and a vibrant downtown.

Anchor institutions in other communities throughout the country have successfully partnered with one another, with local government, and with other community institutions to spur catalytic community investments. Working together, these institutions have brought new life to downtowns, urban neighborhoods, and local economies.

The Fresno Presidents' Council resolves to:

1. Support public investments in the inner city, starting with infrastructure and regulatory changes, necessary to restore Downtown Fresno as the regional center for commerce and culture.
2. Plan together and create programs, facilities, events, etc., that combine the strengths of our offerings to provide novel and needed health care, educational, financial management, and nutritional services to the community, especially in neighborhoods of greatest need, furthering our institutions' individual missions.
3. Work collaboratively with one another and with other businesses and community-based organizations to maximize the positive impact on the local economy of our institutions' buying power.
4. Explore nontraditional opportunities to invest directly in historic neighborhoods of concentrated poverty, such as by creating housing and recreational opportunities for employees that aid in recruitment and retention while contributing to neighborhood revitalization.
5. Advocate for a long-term approach to land use decisions at all levels, reflecting consciousness of the high value of food production over time as one of the primary drivers of the region's export economy, and of the connection between threats to the region's future and continued disinvestment in the existing, urbanized area of the community.
6. Collaborate with additional partners and pursue the funding and other resources necessary to achieve our objectives.

Barry Bedwell, President
California Grape and Tree Fruit League

Dr. Deborah Blue, Chancellor
State Center Community College District

Tony Cantu, President
Fresno City College

Jack Chubb, CEO
Community Regional Medical Center

Jeff Collins, Senior VP/Area Manager
Kaiser Permanente

Randy Dhindsa, Senior VP/Market Manager
Rabobank

Dan Doyle, President/CEO
Central Valley Community Bank

Michael Hanson, Superintendent
Fresno Unified School District

Nancy Hollingsworth, President/CEO
Saint Agnes Medical Center

Ryan Jacobsen, Executive Director
Fresno County Farm Bureau

David Krause, President
Paramount Citrus

J. Mike McGowan, President/CEO
Premier Valley Bank

Dr. Pete Menjares, President
Fresno Pacific University

Scott Rhodes, Senior Vice President
Wells Fargo

Xavier Romano, Director of Campus and Student Services - Alliant University

Mark Riley, Senior Vice President
Bank of America Merrill Lynch

Robert Smittcamp, President/CEO
Lyons-Magnus

Todd Suntrapak, President/CEO
Children's Hospital Central California

Mayor Ashley Swearengin
City of Fresno

Richard Whitsell, President/CEO
Fresno First Bank

Dennis Woods, President/CEO
United Security Bank

Stuart Woolf, President
Woolf Farming