



UNDERWAY

Fresno Cultural Arts District Association

July 2008

Promoting the vitality of the Cultural Arts District

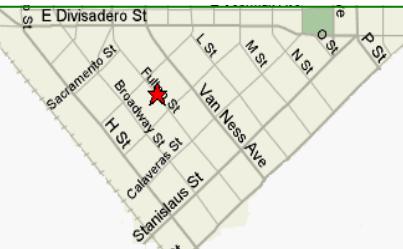
Fresno Cultural Arts District

2008 Board of Directors

- Arte Americas, Nancy Márquez*
- AT&T, Olivia Urbina*
- Bill Bruce Studio, Bill Bruce*
- Downtown Church, Doug Lanier*
- First Presbyterian Church, Jeff Sands*
- Fresno County Library, Karen Bosch Cobb*
- Fresno Metropolitan Museum, Jon Carroll*
- Valley Arts & Science Academy, Brad Huff*
- Valley Public Television, Carol Riley*
- Warnors, Sally Caglia*

Executive Committee

- Chair: Sally Caglia*
- Vice Chair: Brad Huff*
- Treasurer: Bill Bruce*
- Secretary: Nancy Marquez*
- PBID Representative: Jeff Sands*
- Planning Director: Cary Catalano*



A work of art !

A pause to admire the major renovation project at the Fresno Metropolitan Museum, which will reopen in November.

The Met's new Director, Dana Thorpe, took over this month and will be a guest at our District meeting in September.



Photo credit: Bill Bruce

Ann Vermel (left) has taken on the role of Executive Director for the Warnors Center for the Performing Arts. Ann has an extensive background in the arts and fund development. Sally Caglia (right) now concentrates on the Warnors Center as President of the Board.

Photo credit: Howard Watkins



Coming Up: District Calendar of Events



RCAF

Exhibit of the Royal Chicano Air Force at Arte Américas
Jun 24—Aug 9

Plaza Nights resume at Arte Américas

Salsa!
Aug 1
8pm



Sonora Dinamita

10th Annual

Downtown

Art Gala

Sept. 25

Fulton Mall

490-9966



Cultural Arts District sets Priorities

2008 Goals

At our April Retreat, led by Jackie Ryle, we reviewed our history and strategic planning. We focused on three prominent goals, which were developed through committee work in May and June:

PLAN

Design, shape and monitor our planned growth and development.

- ◇ Establish strategic communications and a marketing plan.
- ◇ Support and participate in the DTA PBID initiative.
- ◇ Review existing Master Plan Design Guidelines.
- ◇ Review existing Specific Plan and discuss amending or rewriting.

ADVOCATE

Create a unified voice for a common area with common goals.

- ◇ Recruit and sustain District participation.
- ◇ Coordinate strategic representation of our District.
- ◇ Lobby collectively to strengthen the District and PBID Initiative.

PROMOTE

Attract visitors and consumers to the District to create economic vitality.

- ◇ Create and distribute monthly newsletter.
- ◇ Maintain web presence on DTA website.
- ◇ Assist with promotion of stakeholder events.
- ◇ Celebrate reopening of the Fresno Metropolitan Museum.
- ◇ Expand the annual Christmas at Warnors event to the District.

PBID INFO

In June the Downtown Association brought to Fresno consultants from the International Downtown Association for an assessment of our readiness to undertake a PBID (Property Based Improvement District). After public input and key discussions, they made the following observations.

Strengths and Opportunities

Include 40,000 downtown employees, the experience and leadership with PBID represented in Dan Doyle and Jan Minami, an intact urban core, and the current interest and motivation of the creative class.

Weaknesses and Threats

Include a dearth of public and private leadership, multiple organizations with multiple agendas, little housing, 9-5 traffic only, and everyone waiting for someone else to do something.

The consultants ended the public presentation by laying out options, some marketing suggestions, and ways the community could get behind a PBID. The decision point, however is the next step. It would cost up to \$250,000 over at least a year. It's a window of opportunity for us.

CADA will continue to explore the participation of our area stakeholders and be represented in the process through Jeff Sands

Check out the DTA's new program of \$5 Friday lunches, launched to encourage downtown workers to walk to lunch and spare the air.

A Downtown Fresno Promotion
<www.downtownfresno.org>
559.490.9966



For participating restaurants
www.downtownfresno.org

Historic Designation Proposed for the Fulton Mall

A national historic designation application has been prepared for the Fulton Mall by the Downtown Fresno Coalition and we are in a period of public comment before it moves on to the state level in October. Many interested persons would like to know more about the ramifications, both pro and con.

The Downtown Association is responding with a series of public meetings in August, September, and October to cover the areas of

- ◆ Fulton Mall History and Design
- ◆ Process of the Application and Implications
- ◆ Other Cities' Experiences and Sustainability

For more info about the meetings, contact the DTA or keep informed through the Cultural Arts District Association.

District Real Estate

Through Victoria Gonzales of Fortune Associates (our new neighbor on Van Ness) we learn of this opportunity and especially encourage cultural arts uses:

Office space at 1810 Van Ness, Corner of Van Ness and Amador. The building houses 5,000 sq. ft. with available parking. \$1.10 sq plus utilities. Phone 490-2500.

Save the Date: OCT. 17

Fresno Coalition for Arts, Science and History
FCASH 2nd Annual
Cultural Arts Conference
Downtown Holiday Inn, Van Ness

For inclusion of District events, opportunities in employment or real estate, or notices of relevant public meetings, contact:

Nancy Márquez, Secretary
marqueznancy@aol.com or 431-2186