



Central Business News

April 2004

48th ANNUAL INSTALLATION DINNER

By Stanley Kooyumjian and Kendall

Enthusiastic supporters attended the Downtown Association's 48th Annual Installation Dinner, which was held on March 4, 2004 at Club One. Kopi Sotiropoulos from KMPH-26 performed the Master of Ceremonies honors graciously and with a touch of his inimitable brand of humor. Pastor Jim Franklin of the Cornerstone Church offered the invocation, Dr. Tom Jones provided an insightful message, and Club One provided a gourmet meal.



The Honorable Robert E. Coyle, Senior US District Judge, installed new officers and Board members. The newly-installed officers for 2004 are: President Minnie Santillan, Vice President Jonathan Richter, Secretary Sandra Dee Chaney, and Treasurer James H. Koch. New members of the Board of Directors are: Jamie Perry, Linda Gilmour, Ralph Atikian, and Roger Coppola.

Proclamations from the California State Senate and Legislature and the City of Fresno honored President Minnie Santillan, Immediate Past President Peter Ruggiero, Elena Ochoa, and Greg Maroot. Kendall Simsarian received a special award recognizing his long service to the Downtown Association of Fresno. The Honorable Robert E. Coyle received a plaque recognizing his untiring ef-

forts to bring the B. F. Sisk/US Federal Courthouse to Downtown Fresno.

President Santillan, District Director for the Office of Assemblywoman Sarah Reyes, challenged attendees to participate in Downtown revitalization. Building on the theme, "Meet at the Corner of Fulton and The Future," Santillan depicted a Downtown thriving with public and private development, entertainment, service and retail businesses, and new housing—a Downtown that will enable Fresno to be the business, cultural, and education center of the Central Valley.

Many thanks to the people that worked on this dinner, all the guests who attended, and especially to our table sponsors for making the night both profitable and enlightening.

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IN SEASON PARKING ENFORCEMENT

By Del Estabrooke,
City of Fresno Parking Manager

Between Thursday, April 1, 2004 and Thursday, September 30, 2004, "In Season Parking" enforcement hours will be in effect. In the areas deemed the "Mall Specific" area, and located between Ventura Avenue and Tuolumne Street and "L" Street to "F" Street, extended meter hours are in effect. The meters will be in operation from 6 AM until 10 PM, seven days per week, including holidays. Parking meters outside this area are in operation from 6 AM until 6 PM, Monday through Saturday; Sundays and holidays are free. When using meters please check the colored decals indicating operational times.

Downtown parking lots and garages will also have extended operating hours. All parking facilities will be open from 6 AM until 10 PM, Monday through Saturday. On Sundays and holidays (unless excepted), hours will be from 1 PM until 10 PM.

PRESIDENT'S MESSAGE

By Minnie Santillan

A major transformation is taking place in Downtown Fresno! Fresno has not only been named one of the biggest business-friendly cities, but has also earned a top spot in *Esquire Magazine* as one of the Top Ten cities for night life. The synergy that is being created in Downtown Fresno is over-the-top. We have many projects in the works, such as the Chinatown Revitalization Housing and mix-use proposal, Broadway Row, and recently the Forest City Development. The Downtown Association (DTA) shares the vision that our City has identified in "Vision 2010," the City's eight-year, comprehensive strategy for revitalizing Fresno's central core.

DTA shares the City's vision that if we are to sustain a good quality of life in Downtown Fresno, we must develop housing opportunities and give residents in the City the opportunity to enjoy the area twenty-four hours a day. DTA recently met with Mayor Autry and he agreed to partner with us in our efforts to organize a Downtown Housing Summit. We look forward to hosting the first Downtown Housing Summit this year.

DTA is also involved in other projects, such as bringing a Farmers Market to the Fulton Mall, hosting a Signage Workshop for our merchants (April 28, 2004), coordinating the 2nd Annual Flower Planting Project, planning a successful Cinco de Mayo event on the Fulton Mall, and celebrating the 10th Annual "Sudz in the City."

What an exciting time to be a player in Downtown Fresno and play a role in change. Malcolm X (1925 - 1965) said, "The future belongs to those who prepare for it today." Lets get to work ...

EXECUTIVE DIRECTOR'S MESSAGE



Stanley G. Kooyumjian is the current Executive Director of The Downtown Association of Fresno (DTA) after serving as Interim Director since September of 2003.

A Fresno native, Kooyumjian was a long-time merchant in Downtown Fresno. Kooyumjian owned Home Market, then founded and operated Stanley's restaurant on Van Ness Avenue, before opening Stanley's restaurant on Shaw Avenue. He later served as Marketing Director of the American Lamb Council and Director of Food and Beverage for the California Raisin Festival. Kooyumjian has also been employed by Fresno County Schools and Fresno Unified School District as an educator.

Kooyumjian served on the Board of Directors of the DTA in its formative years.

According to Kooyumjian, "Those were exciting times in the history of Fresno—participating the planning and development of the Fulton Mall. Now, 40 years later, even more captivating is observing Downtown revitalization with projects such as the Chinatown Revitalization, the Forest City Plan, the Broadway Row proposal to provide much needed housing, the new Federal and California State Courthouse Buildings, Community Medical Center's commitment to the most technology advanced facility between San Francisco and Los Angeles, the Penstar Building, the Tower at The Convention Center, Civic Center Square's new 2400 Building, and more and more and more. Hundreds of millions of dollars are being invested in the rebirth of the new City of Fresno. We are truly blessed."

Among his many other civic roles, Kooyumjian has served as: president of the CSUF Alumni Association for two years, trustee on the CSUF Trust Council, member of the Board of Directors of the Fresno Art Museum, secretary of the San Joaquin Valley Restaurant Association, member of the Friant Redevelopment Agency, member of Board of Directors, Golden Valley Girl Scout Council, member of Board of Directors of the California Armenian Home, and has served three terms on the Fresno County Grand Jury.

Kooyumjian welcomes your visits or calls and may be contacted at: T.W. Patterson Building, Suite 713, Phone: (559) 490-9966, facsimile: (559) 490-9968, e-mail: stanley@downtownfresno.org.

CITY COUNCIL SURVEILLANCE

By Kendall Simsarian

City of Fresno staff will negotiate an agreement with Forest City Enterprises to develop the "South Stadium Project" in the area of Downtown southeast of Grizzlies Stadium. The City Council voted unanimously to go forward with the proposal. This is potentially a \$350-\$400 million project that will include both shopping and housing.

In other news, the City will issue a demolition permit to remove the McMahan's

building at the corner of Tulare Street and Van Ness Avenue. This building has been a blatant Downtown eyesore for years. Although there was some opposition to the demolition, based upon the age of the building, no viable alternatives to demolition were presented. Work is scheduled to begin immediately.

CALENDAR OF EVENTS

APRIL – JUNE 2004

WHAT: **CINCO de MAYO CELEBRATION**

WHERE: Downtown Fresno's Historic Fulton Mall

WHEN: Friday, April 30 through Sunday, May 2

OPENING CEREMONIES:
Friday, April 30, 11:00 A.M.
Stage area

Fulton and Mariposa Malls

HOURS: 11:00 A.M. – 7:00 P.M.

ADMISSION: **FREE**

Ongoing entertainment, traditional and contemporary Mexican music, food vendors, booth vendors, prizes, fun and more!

WHAT: **10TH ANNUAL SUDZ IN THE CITY**

WHERE: Fresno's Grizzlies Stadium

WHEN: May 15

HOURS: 3:00 P.M. – 9:00 P. M.

ADMISSION: Advance—\$25.00
Door— \$30.00

One of California's premier Music and Micro-Brew Festivals. More than 40 Micro-Breweries, food vendors, vendor booths, continuous live entertainment.

WHAT: **37TH ANNUAL FATHER'S DAY RUN**

WHERE: Start: Van Ness Avenue near the courthouse

Finish: At the Clock Tower on Fresno's Historic Fulton Mall

WHEN: Sunday: June 20

START: 6:00 A.M.

ENTRY FREE: \$12.50

This traditional event has always attracted more than 600 entries.

NEEDED: SAFETY VOLUNTEERS AT INTERSECTIONS.

Call DTA at (550) 490-9966 for more information on upcoming events.

Forest City Development Comes to Downtown Fresno

Cynthia A. Sterling
Member, Fresno City Council

The City of Fresno's "Billion Dollar List" of construction projects occurring in the Downtown is about to get half a billion dollars bigger. On Tuesday, March 30, 2004, the City Council unanimously voted to begin working on negotiating an exclusive agreement with Forest City Development to develop the area bound by Van Ness Avenue, Tulare Street, H Street and Highway 41. Forest City is one of the nation's largest and most reputable real estate development companies. The company is publicly traded on the New York Stock Exchange and holds over \$5 billion in assets.

Although the plans are very conceptual at this point, the project calls for a "river walk" with significant water features and accompanying mixed-use buildings. Existing business owners and new businesses will have the opportunity to establish themselves on the first floor of buildings, with condos, lofts or apartments on the floors above. This mixed-use concept is one that the City supports strongly in an attempt to reduce vehicular traffic, and therefore, air pollution. The development is also part of a larger undertaking to revitalize our Downtown and will have a positive impact on economic growth and job creation. Forest City also has plans to bring a "major" anchor tenant into the area – details will be released soon.

The project was spurred by the completion of Grizzlies Stadium in 2002. This addition to our Downtown started a domino effect that stimulated much of the construction on the "Billion Dollar List." And we're not done yet – keep your eyes open for the next domino to fall!

I'm proud to represent District 3 and look forward to more investments that will revitalize our Downtown and make our community an enjoyable place to live.

CHILI DOGS STAY

By Kendall Simsarian

Coney Island Hot Dogs has been around for over 80 years. Even though they gave us a bit of a scare just as the new Downtown stadium was about to open, they are alive and kicking, and serving the same great chili-inspired food that they have been since early in the last century. They are currently one of the longest-running businesses at the Fulton Mall.

In September of 2000, parking problems almost closed the doors of Coney Island for good. But they got such an overwhelming response that they decided not to close. Virginia Toscano, whose family has owned the restaurant for most of its run, said that the resolution of some of the

parking issues and the patrons prompted the reconsideration of their decision to close. "We love the people, and we love the area," she said.

As one of only a few restaurants that has stuck it out through thick and thin at the Fulton Mall, Coney Island deserves special recognition. Of course, they don't need recognition from us, or anyone else. Their food speaks for itself! Also, check out their collection of historic photographs of Downtown Fresno. Or just buy a Coney Island T-shirt. Coney Island is located a few steps from the Fulton Mall, at 1906 Tulare Street in Downtown Fresno, and they'll be open on weekends before the baseball games.

AUTHENTIC MEXICAN RESTAURANT OPENS

By Kendall Simsarian

El Otro Mexico Taqueria is the newest Mexican restaurant on the Fulton Mall. They opened their doors on October 10, 2003, and have been serving authentic Mexican food to an increasingly loyal clientele ever since. The location is one that is well known to Fulton Mall people, having in the last ten years been home to the Fulton Bar, Mike's Pub & Pizzeria, and Mom & Pop's.

Although the food is traditional Mexican at El Otro Mexico Taqueria, you can also get an American cheeseburger or a Salvadorean pupusa there. Their specialties, however,

are the soup and the seafood. Owner Esteban Calderon says that the Downtown office workers mostly come for the soups and the Fulton Mall shoppers mostly come for the seafood. But his loyal base is the Downtown office worker who has discovered a unique restaurant on the Mall. "Rain or shine, the same people come in," Calderon said.

El Otro Mexico Taqueria is open weekdays until 5 PM and on Saturdays until 3 PM. Check back in the summertime, too, because they may be putting on special events.

IRISH HULLABALOO

By Sandra Dee Chaney

The Banker's Ballroom was home of the 4th Annual Guinness Irish Brew Hullabaloo on March 17th in honor of Saint Patrick's Day. A big thank you goes to Alex Contreras and Donaghy for sponsoring this event where over 200 people celebrated and enjoyed the entertainment from the McTeggart Dancers and Father Murphy's Pub Band. Blarney the Magical Leprechaun wooed attendees with magic tricks and a variety of balloon animals.

The Fresno Pacific Towers (formerly the

Security Bank Building) and Sandra King provided the ballroom where great food (Club One Casino), green beer, and wine were greatly enjoyed. "Irish" eyes were smiling to the many door prizes given away that evening. A big "thanks" to our many prize donors.





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FULTON MALL 2004 SIDEWALK SALE DAYS

FEBRUARY

- Saturday, 21
- Sunday, 22

MARCH

- Friday, 5
- Saturday, 6
- Sunday, 7
- Saturday, 20
- Sunday, 21

APRIL

- Friday, 2
- Saturday, 3
- Sunday, 4
- Saturday, 17
- Sunday, 18

MAY

- Friday, 14
- Saturday, 15
- Sunday, 16
- Saturday, 29
- Sunday, 30
- Monday, 31

JUNE

- Saturday, 12
- Sunday, 13

JULY

- Friday, 2
- Saturday, 3
- Sunday, 4
- Saturday, 17
- Sunday, 18
- Saturday, 31

AUGUST

- Sunday, 1
- Friday, 20
- Saturday, 21
- Sunday, 22

SEPTEMBER

- Saturday, 4
- Sunday, 5
- Monday, 6

OCTOBER

- Friday, 1
- Saturday, 2

OCTOBER (cont.)

- Sunday, 3
- Friday, 15
- Saturday, 16
- Sunday, 17
- Friday, 29
- Saturday, 30
- Sunday, 31

NOVEMBER

- Friday, 12
- Saturday, 13
- Sunday, 14
- Friday, 26
- Saturday, 27
- Sunday, 28

DECEMBER

- Saturday, 4
- Sunday, 5
- Friday, 17
- Saturday, 18
- Sunday, 19
- Friday, 31