

1000 FRIENDS OF FRESNO

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December 2009

Meeting the Challenges of the Future with Citizens Involvement

Dear interested citizen:

We are continually reminded of the many volunteers who are able to make a difference in our communities and the great joy they receive for their efforts.

If all of us would put in similar efforts we could truly change our community and yes, our world. Giving a few hours of your time every week can make a difference. For those who cannot give the time, a monetary gift to a worthwhile organization will help.

--Bob Dwyer

REMEMBERING MOTHER RICHARDSON

-Bob Dwyer-

Parolee (Mother) Richardson passed away on November 23, 2009, at the age of 95. As founder of Light Line United Mission, in the 1960's, Mother Richardson spent over 40 years providing support of every kind to the less fortunate in southwest Fresno.

I knew Mother Richardson for about 15 years and assisted her with dinners for the needy and always a Christmas party for the children. Up until 2007, she took a very active role in these events. Her motto was 'I'm a hopping and I'm not a stopping'.

She will be sorely missed.

HEAR THE MAYOR AT "STATE OF DOWNTOWN BREAKFAST"

On Tuesday, January 26, the Downtown Association and the city's Downtown and Community Revitalization Department are sponsoring a "State of Downtown Breakfast" with Mayor Swearingin. The venue will be The Grand @ 1401 Fulton on the top floor of what used to be called the Trade Center. Tickets are \$25 and may be purchased by phoning the Downtown Association at 490-9966. This will be an opportunity to hear the mayor and representatives of her new downtown revitalization department present an update on the ongoing effort to revitalize our downtown. Doors will open at 7:00 a.m. and the breakfast begins at 7:30.

EATON PLAZA TREES UPDATE

Last summer when city officials proposed some changes to the Eaton Plaza Master Plan, the City Council approved. But one of the changes, to remove the grove of camphor trees at the southwest corner of Fresno and N Streets, began to stir up resistance. The Master Plan had



called for preserving the grove, but the city officials cited reasons for removing the trees: their roots were buckling nearby sidewalks and some were diseased. Letters to *The Fresno Bee* began to call for saving the trees. Tree Fresno engaged a certified arborist to examine the trees; he concluded that with proper care most of the camphor trees could be saved. City officials have now decided to keep the camphor grove.

BUSINESSES ON THE FULTON MALL (*Think Holiday Shopping*)

In our last newsletter we provided a list of dining places on the Fulton Mall & the surrounding downtown area. This time around, we are enclosing a list of Business' on the Fulton Mall. Christmas will be here before you know it, shop the Fulton Mall.

.....
: *May the meaning of the season be deeper, its* :
: *friendships stronger and its hopes brighter.* :
:
:

DOWNTOWN PBID

-Courtesy of Jan Minami-

There is a growing coalition of business owners, property owners and others who support the formation of a Property-based Business Improvement District in Downtown Fresno (PBID). A PBID allows for a self-imposed and self-governed property assessment that will raise funds for economic and environmental enhancement programs. PBID services enhance, but do not replace, existing City of Fresno services.

PBIDs have successfully improved downtowns throughout California and the country by improving public safety, marketing and image, while supporting economic development. This has resulted in higher sales, occupancies and property values in more than 1,000 cities in North America. PBIDs are contributing to the vitality of Downtown districts in Pasadena, Los Angeles, San Diego, Long Beach, San Jose, Stockton, Sacramento and Visalia.

The Downtown Fresno PBID is an investment that will visibly improve Downtown Fresno in the following ways:

- Enhance customer, employee and visitor perceptions of Downtown.
- Protect and enhance property values, sales and occupancies as a critical ingredient in strengthening the economic foundation of our Downtown
- Strengthen private sector control and accountability to carry out enhanced services through a PBID board consisting of business and property owners.
- Strengthen Downtown's regional competitiveness by enhancing its overall image and marketability.
- Improve Downtown's appearance and commercial district identity by working toward implementing physical improvements such as banners, public art and proper signage.

A PBID is formed only after property owners, representing a majority of the assessed square footage in the district, submit petitions to the Fresno City Council.

GUIDE TO HISTORIC ARCHITECTURE FULTON MALL, FRESNO CALIFORNIA

*Prepared by the Preservation Committee of the
Fresno City and County Historical Society*

Before the town of Fresno Station was established, wild elk, antelope and sheep roamed the area that

would become downtown. After the town was founded in 1872, the first commercial district was located along H Street and the Southern Pacific Railroad tracks. In 1877, J Street (now Fulton) was a dirt road lined with woodframed structures. Calvin Jones built a flour mill and boarding house on J near Tulare Street. His wife kept a herd of cows in a corral behind the mill. They often grazed on open land nearby. The mill site is now occupied by the Mason building (1044 Fulton Mall).

As the town grew, business blocks were built and the commercial district moved east to J and K streets (Fulton and Van Ness). In 1884, the Grand Central Hotel at J and Mariposa was purchased by the flamboyant financier Fulton G. Berry. After his death, his positive impact on the community led the City Fathers to change the name of J Street to Fulton in his honor. As the new century progressed into the 1920s and 30s, Fulton was truly the main street of Fresno. High-rise buildings dotted its length.

As the city moved north, a plan to revitalize the downtown culminated in tearing out the sidewalks and pavement of Fulton Street to create a pedestrian mall. This project was one of the first of its kind in the country and was a bold and creative enterprise that gained national recognition. The Fulton Mall was dedicated on September 1, 1964.

Today, the Fulton Mall contains many historic buildings with representative examples of architectural styles illustrating a variety of time periods. Most of these buildings are also part of the history of pioneer Fresno families. (historicfresno.org/tours/fulton.htm).

On the Historic Fresno web site, you can go online & tour of our Fulton Mall and view the Historic buildings along with biographies of architects, designers & builders.

1. Pantages Theatre
2. San Joaquin Light & Power Company
3. Hotel Sierra/Bank of America
4. Hotel Fresno
5. Brix Building
6. Cory Building
7. Mattei Building
8. J. J. Newberry's Department Store
9. Brix Estate Building
10. Helm Building
11. Pacific Southwest Building
12. Mason Building
13. Zukor's
14. Bank of Italy Building
15. T. W. Patterson Building
16. Radin-Kamp Department Store
17. Gottschalk's Department Store
18. Californian Hotel

*Like ornaments, thoughts of special people
brighten the season and warm our hearts.*

FRESNO CITY'S WATER METER PROGRAM

(www.fresnowater.org)

City of Fresno held a public hearing for the proposed residential metered water rates on November 5, 2009. By the year 2013, by mandate of state and federal law, all residential customers will be required to have a water meter and will be charged a metered rate for their water consumption. Most likely if you are already conserving water you will not see much of a change. But if you tend to waste water (daily routine) or not fix leaks, you may see an increase in your water bill.

According to the City of Fresno web site, "There are several steps you can take to decrease your water usage. Since nearly 70% of water used annually by a household is for outside irrigation, using drought tolerant plants can be a great way to save water. For information about what you can do to save water in your yard, please contact our **FREE** landscape conservation and irrigation leak detection services which are available for our water customers at (559) 621-5480. Another significant cause of high water use is leaks in the home. These leaks are often from a broken toilet flapper or a leaking faucet. The City of Fresno Water Division can come to your home and conduct a **FREE** leak inspection to help you conserve water now, and save money in the future. Please call to schedule your **FREE** leak survey or landscape review at (559) 621-5480."

Fresno County Blood Drives

The Central California Blood Center provides a valuable service to the community by collecting blood for Fresno, Kings, Madera, Mariposa, and Tulare Counties. Blood drives are held throughout Fresno County. You can help with this vital effort by giving blood during the month of December. Call 224-2900 for more information.

Electronic Waste Recycling Event

Fresno Fairgrounds, Kings Canyon entrance
December 12, 2009 , 8:00am to 2:00pm
Recycle your broken or unbroken electronic waste.
No limit. Free. 559-650-FAIR

Coats 4 Corks & Corkeys

October 26, 2009 through December 12, 2009
Milla Vineyards are collecting coats for adults and animals of all sizes. Coats will be laundered by Janz Cleaners and then distributed to people that do without so their children can have. Animal coats are going to SPCA and ARF. Call 277-1656 or 246-5893
www.MillaVineyards.com lists all drop off locations.



CHECK BEFORE YOU BURN

Central Valley wood-burning residents face restrictions ahead. Residents of Fresno, Bakersfield and Modesto will need to check whether they can burn wood or other solid fuel November through February. Each day, the San Joaquin Valley Air Pollution Control District, which spans eight counties, issues a forecast either advising residents that "wood burning is prohibited" or asking them to "please burn cleanly."

When the forecast prohibits wood burning, there are only two exceptions: if the residence does not have access to a natural gas service or if burning solid fuel is the sole source of heat for the residence

Clean-burning Tips

- Ensure firewood is clean, seasoned and dry before burning it. Unseasoned wood smolders and creates additional emissions.
- Never burn trash, magazines, newspapers, plastics or other materials not designed to burn in fireplaces or stoves. Doing so is illegal and hazardous.
- Replace old solid fuel-burning equipment with cleaner EPA Phase II-certified or pellet-fueled devices. Or install natural gas or propane devices, which are not subject to Air District wood-burning rules.
- For an ambience fire in an open fireplace, a manufactured firelog may be a cleaner alternative to wood.

You can also find out the daily wood-burning status by calling SMOG-INFO line at 1-800-766-4463, or go to valleyair.org/aqinfo/WoodBurnPage.htm.

STEERING COMMITTEE

Rick Case <i>Business Owner Food Processing Equipment</i>	Tou Long Lo <i>Hmong Community Leader</i>
Robert Dwyer <i>Certified Public Accountant</i>	Robert Dyer, AIA <i>Retired Principal Planner, City of Fresno</i>
Ray McKnight <i>Retired Educator</i>	Dianna K.Stansell <i>Administrator</i>

Nyeland Newel/Dianna Stansell
Website Coordinators

List of Business on the Fulton Mall & Surrounding Downtown Area
(The following is a list from Downtown Association of Fresno's web site)

Acapulco Jewelers
1127 Fulton Mall Fresno CA 93721

Ace Cellular Paging Service
902 Fulton Mall #F-3 Fresno CA 93721

All 4 U
1130 Fulton Mall Fresno CA 93721

American Vintage Thrift
727 Van Ness Ave, Fresno, CA 93721

Amigos Jewelry
902 Fulton Mall M-26 Fresno CA 93721

Artesanias Azteca
860 Fulton Mall, Fresno CA 93721

Artesanias Y Novedades
860 Fulton Mall, Fresno CA 93721

Asmar Records
860 Fulton Mall, Fresno CA 93721

B&M Grace Inc
902 Fulton Mall Fresno CA 93721

Baskin Auto Upholstery
729 Broadway Fresno CA 93721

Beauty Town
917 Fulton Mall Fresno CA 93721

Best Nails
1236 Fulton Mall Fresno CA 93721

Big 3D
1419 M St. Fresno CA 93721

Botanica Del Sol
902 Fulton Mall M-4 Fresno CA 93721

Botanica San Judas #1
1123 Fulton Mall Fresno CA 93721

Botanica San Judas #2
1031 Fulton Mall Fresno CA 93721

Byong Stonger
860 Fulton Mall #B-3 Fresno CA 93721

California Pants
1105 Fulton Mall Fresno CA 93721

Celebrations Imports
1017 Fulton Mall, Fresno, CA

Clothes Mart
927 Fulton Mall Fresno CA 93721

Custom Engraving
860 Fulton Mall #D-9 Fresno CA 93721

Discoteca Puro Mexico
860 Fulton Mall #F-11 Fresno CA 93721

Discoteca Sinaloense / Beauty Salon
1133 Fulton Mall Fresno CA 93721

Downtown Digital Documents
1254 Fulton Mall Fresno CA 93721

Eden 1 Hour Photo
860 Fulton Mall A-2 Fresno CA 93721

El Centenario Jewelry
902 Fulton Mall M17 Fresno CA 93721

Emerald Thrift Store
717 Van Ness Fresno CA 93721

Estevans Bridal
1018 Fulton Mall Fresno CA 93721

Fallas – Paredes
1136 Fulton Mall, Fresno CA 93721

Family Town
926 Fulton Fresno CA 93721

Fashion Flair
1114 Fulton Mall Fresno CA 93721

Federal Jewelry & Loan Inc
1902 Tulare Fresno CA 93721

Fulton Bargain
887 Fulton Mall Fresno CA 93721

Fulton Kebob
1230 Fulton Mall Fresno CA 93721

Fulton Mini Mart
1137 Fulton Mall Fresno CA 93721

Galeria Mexico
932 Fulton Mall Fresno CA 93721

Hacienda Grande Jewelers
1048 Fulton Mall Fresno CA 93721

Jalisco Jewelers
1014 Fulton Mall Fresno CA 93721

Jon Jon's
1432 H St. Fresno CA 93721

Julie Ann Watches & Beauty
860 Fulton Mall #F5-7 Fresno CA 93721

K S Jewelry
860 Fulton Mall #B8 Fresno CA 93721

K Sportswear
860 Fulton #F-18 Fresno CA 93721

Kitty Town
860 Fulton Mall A-17 Fresno CA 93721

Kustum Airbrush
902 Fulton Mall M10 Fresno CA 93721

La Casa De Pisos
933 Fulton Mall, Fresno, CA 93721

Lee's Shoes
860 Fulton Mall Fresno CA 93721

Lil Oasis
1024 Fulton Mall Fresno CA 93721

Longs Drug Store #006
1302 Fulton Mall, Fresno, CA 93721

Luftenburg's Bridal Boutique
909 Fulton Mall Fresno CA 93721

M & C Family Fashion
1141 Fulton Mall Fresno CA 93721

Majestic Jewelry & Loan
1924 Tulare Fresno CA 93721

Mayo's Toys Gift Snack & More
1242 Fulton Mall Fresno CA 93721

Mecca Billiard Supply
732 Fulton St Fresno CA 93721

Nb Perfumes
860 Fulton Mall Fresno CA 93721

Ok Jewelry
902 Fulton Mall C-16 Fresno CA 93721

Our Place
2017 Mariposa St. Fresno CA 93721

Passions
2027 Tulare St. Fresno CA 93721

Paules Flowers & Gifts
1133 Fulton Mall Fresno CA 93721

Proctor's Jewelers Fresno Inc
1201 Fulton Mall Fresno CA 93721

R Electronics
1039 Fulton Mall Fresno CA 93721

Ritmo Latino
1049 Fulton Mall, Fresno, CA 93721

Sintia's Jewelry
1101 Fulton Mall Fresno CA 93721

Soft Touch
860 Fulton Mall G9 Fresno CA 93721

Sonia Jewelry
1045 Fulton Mall Fresno CA 93721

Sound Factory
902 Fulton Mall M23 Fresno CA 93721

State Jewelry & Loan Co
1249 Van Ness Fresno CA 93721

Suzy's Beauty Supply
1024 Fulton Mall Fresno CA 93721

The Best Luggage Shop
860 Fulton Mall D-14 Fresno CA 93721

Tiffany Fashion
1922 Tualre St Fresno CA 93721

Tom's Clothes
860 Fulton Mall St D-5 Fresno CA 93721

Total Fashion
860 Fulton Mall C4 Fresno CA 93721

Tres Hermanos Inc
966 Fulton Mall, Fresno, CA

Unlimited Wireless
1036 Fulton Mall Fresno CA 93721

Won Fashion
1050 Fulton Mall Fresno CA 93721



YES,

I want to help improve our quality of life in Fresno County.
Enclosed is my tax-deductible contribution:

- \$10 \$50 \$200 \$1000
- \$25 \$100 \$500 Other

Name: _____

Phone: (Day) _____

Address: _____

(Eve) _____

(Fax) _____

City/State/Zip _____

(E-mail) _____

THANKS FOR YOUR SUPPORT

1000 Friends of Fresno is a non-profit, 501(c)3 organization. All donations are fully tax-deductible.

Please send this form with your check or money order to: 1000 Friends of Fresno, 4781 E. Gettysburg Ave., Fresno, CA 93726, (559) 291-2261, Fax (559) 291-4991

THOUGHTS AND IDEAS FOR A BETTER COMMUNITY:

HELPING US INCREASE OUR MEMBERSHIP, HELPS OUR COMMUNITY.

Please list two (2) people (friends, relatives, business associates) whom we may send information to about 1000 Friends of Fresno.

Name: _____

Address: _____

Name: _____

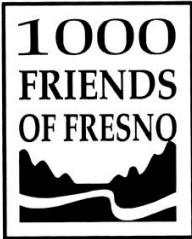
Address: _____

Our Newsletters are now available by e-mail in PDF format. Please e-mail 1000friends@sbcglobal.net to be put on the e-mailing list. This will help cut down on our postage expenses. Your addresses will not be shared with anyone.

Newsletter will be published Quarterly. We would appreciate help with copying, folding and stapling. Call or e-mail if you would like to help.

We are accepting articles for publication. Please e-mail or mail your articles to us.

- Dianna K. Stansell, Administrator



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