

# DOWNTOWN FRESNO PARTNERSHIP

---

## Board of Directors

Wednesday, April 17, 2024  
12:00 P.M. – 1:30 P.M.

Downtown Fresno Partnership  
2020 Tulare St

### MINUTES

**Present:** Sevak Khatchadourian, Toni Tinoco, Derek Franks, Mayor Jerry Dyer, Jayni Wong, Nora Monaco, Tyrone Roderick Williams, Dr. Carole Goldsmith, Tony Sanders, Tate Hill, Ana Lilia Patino de Alba, Victor Negrete

**Absent:** Paul Nerland, Richard Caglia, Councilmember Miguel Arias, Conrad Moore Jr, Phil Kliewer, Mario Gutierrez

**Staff:** Elliott Balch, Gloria Valdovinos, Lara Agulian

**Public and Guest:** Lupe Perez, Gabriela Olea, Karla Martinez, Jordan Sanchez

---

**I. Call to Order/Establish Quorum** **Tinoco**

Call to order at 12:09 p.m.

**II. Approval of Agenda (action)** **Tinoco**

Wong motioned to approve, seconded by Dr. Goldsmith, motion approved unanimously.

**III. Approval of February 21, 2024 Minutes (action)** **Tinoco**

Hill motioned to approve, seconded by Mayor Dyer, motion approved unanimously.

**IV. Financial Review (action)** **Balch**

In the balance sheet, we see that we have received \$497K in PBID assessments from the City. We have put that in our money market at Valley Credit Union that receives 5% yield. Our net income is \$265,972 showing that our position advanced in assets per year.

In the P and L, we that we have had only one event so far this year, so no operating revenue has hit yet. State of Downtown, the second Around the Block and the Market on Kern are all coming up so this will look different at the next meeting. Since we have changed the structure of our budget, it is not really possible to compare the year-to-date to last year, but we will be able to next year. Balch also said a thank you to the State of Downtown sponsors, as many are board members. We are looking good for that event.

---

#### DOWNTOWN FRESNO PARTNERSHIP

845 Fulton Street, Fresno, CA 93721 | phone 559.490.9966 | fax 559.490.9968 | [www.downtownfresno.org](http://www.downtownfresno.org)

Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with a disability, as required by laws. Any such request must be made in writing to the administrative assistant at 845 Fulton Street, Fresno, CA 93721. Persons needing disability-related modifications or accommodations in order to participate in public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the administrative assistant at 559.490.9966 at least 48 hours prior to the meeting.

# DOWNTOWN FRESNO PARTNERSHIP

---

## Board of Directors

Wednesday, April 17, 2024  
12:00 P.M. – 1:30 P.M.

Downtown Fresno Partnership  
2020 Tulare St

### MINUTES

Mayro Dyer motioned to approve, seconded by Williams, motion approved unanimously.

#### V. REPs in Progress

**Balch**

##### a. Retail Broker/Consultant

We put out the RFP after the board meeting in February and responses were due April 1. A review team, which also included property owners, looked over the three submissions. There were 2 local submissions and one non-local/national being David Weinert. Weinert is better suited to the task we need. Balch has already reached out to negotiate his cost with him. He had asked for \$30,000 a month but has shown that he may accept \$20,000. He will be in Fresno on Friday and will have a meeting at 8:30am with the review team. Any board members are invited, but we cannot reach a quorum. The idea is to hear from him, his approach, plan, budget scope, and timeline.

We want to have the decision out of these three voted on in May, ideally before the International Council of Shopping Centers Conference, which Balch will be attending. Weinert will be exclusively working on this project if he gets it and will package downtown retail spaces instead of leaving it to one building at a time. Sanchez has spoken to his recommendations and he is top 5 in the country in bringing in retail. When we speak with him on Friday, we will also discuss potential exits, historic buildings, and commission. He was a developer consultant and a developer before as well, so he has the right connections. He will work with a local broker, which will make a good combo. We will also do a financial analysis. The board agreed that the Executive Committee can take the vote on this before the next board meeting in June.

##### b. Ice Rink

This RFP recently closed with three solid submissions. One is the company who did it for Fresno in the past, the second did an ice rink on the Eiffel Tower, and the third does a bunch of ice rinks and is run by a former national figure skating champion. We are still working out the location as we were just informed this morning that the Mariposa Plaza will not be ready in time. We are hoping it can

---

## DOWNTOWN FRESNO PARTNERSHIP

845 Fulton Street, Fresno, CA 93721 | phone 559.490.9966 | fax 559.490.9968 | [www.downtownfresno.org](http://www.downtownfresno.org)

Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with a disability, as required by laws. Any such request must be made in writing to the administrative assistant at 845 Fulton Street, Fresno, CA 93721. Persons needing disability-related modifications or accommodations in order to participate in public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the administrative assistant at 559.490.9966 at least 48 hours prior to the meeting.

# DOWNTOWN FRESNO PARTNERSHIP

---

## Board of Directors

Wednesday, April 17, 2024  
12:00 P.M. – 1:30 P.M.

Downtown Fresno Partnership  
2020 Tulare St

### MINUTES

be in the Helm parking lot and will continue to talk to Khatchadourian about that. Perez has already spoken with PG&E and they are waiting until we have a location to do an assessment of power. It would be ideal to open up before Thanksgiving. Temporary Use permits will be needed by the City. We will do interviews for all three submissions and will share those times with the board to attend. Mayor Dyer is committed to this going forward smoothly.

#### VI. CEO Report

**Balch**

##### a. One Fresno YJCP Ambassadors

We have hired 18 ambassadors through this program with the City and they have been great. This has tripled the DFP staff headcount and it has all been positive, which we see in the reflections they write and share. We have also started a program where event throwers can request ambassador services. Our contract does end after six months on September 4, so we are already thinking about that transition. Mayor Dyer does hope to renew the program though it will have to be reduced. Balch mentioned that they may be a good fit for ice rink staff.

##### b. Measure P

DFP and DFF have put in six proposals for Measure P, which were due March 25. The Arts Council is administering it on the City's behalf. They have recently tried to say that each organization can only have one proposal, but they cannot point to where that was ever stated as a rule during the process. Balch is now fighting this. The max amount each project can get is \$200,000 so with the amount of money they have, they have the flexibility to give one organization more than one proposal. They are also not sharing who applied so no one knows which organizations they can reach out to partner with. Sanders mentioned that they had applied and ran into issues as well. Decisions are fully being made by the Arts Council in May and everyone should know by June. Mayor Dyer wants to see the Arts Council take charge of maintaining and restoring the art around Downtown.

---

## DOWNTOWN FRESNO PARTNERSHIP

845 Fulton Street, Fresno, CA 93721 | phone 559.490.9966 | fax 559.490.9968 | [www.downtownfresno.org](http://www.downtownfresno.org)

Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with a disability, as required by laws. Any such request must be made in writing to the administrative assistant at 845 Fulton Street, Fresno, CA 93721. Persons needing disability-related modifications or accommodations in order to participate in public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the administrative assistant at 559.490.9966 at least 48 hours prior to the meeting.

# DOWNTOWN FRESNO PARTNERSHIP

---

## Board of Directors

Wednesday, April 17, 2024  
12:00 P.M. – 1:30 P.M.

Downtown Fresno Partnership  
2020 Tulare St

### MINUTES

#### **c. Japan Trip**

Others in the room went on this trip as well to see how the local high speed rail stations work there. Balch enjoyed time with the National Ministry as they got to hear the role of the federal versus local government and the local versus private sector. They also went to a city that is comparable in size to Fresno to see what their station looks like. The immediate area by the station was really activated with shops and restaurants. The city has a population of 700,000 but it felt like more with the amount of activity they saw. They also saw the connectivity from the station to other businesses in the city. In Fresno, the more activations we have along the way from the station Fulton, the more people will be willing to walk it.

#### **d. State of Downtown**

Our State of Downtown event is this Friday at Warnors Theatre. The staff is feeling ready for it and Mayor Dyer is excited to speak. Hawk Tower is our presenting sponsor who are new to town and see value in Fresno as a tech hub. Wienert will also be there. So far, we believe there will be double the attendance from last year.

#### **VII. City of Fresno Update**

**Mayor Dyer**

Mayor Dyer mentioned that the Mural Lofts on 1740 Van Ness Ave will be done this summer with 28 units. The design work is done for water and sewer lines and all work should be completed by end of 2025. They are still working with PG&E to get the power side of things done. Mariposa Plaza should be done in December but that is still without the electrical. Beautify Fresno has a big Citywide cleanup day this Saturday with 1,200 volunteers and a few downtown locations. The Façade program has been completed and the Mayor loved what he saw. He wants to do this again. He also spoke of activating the spiral garage, doubling down on security, cleaning, lighting, and beautifying. We will also see more pressure washing around Downtown. He saw a video about Fresno and the creators were impressed with the cleanliness of Downtown. The City did buy a bucket truck and the graffiti team has been able to clean the harder to reach graffiti more easily.

---

#### DOWNTOWN FRESNO PARTNERSHIP

845 Fulton Street, Fresno, CA 93721 | phone 559.490.9966 | fax 559.490.9968 | [www.downtownfresno.org](http://www.downtownfresno.org)

Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with a disability, as required by laws. Any such request must be made in writing to the administrative assistant at 845 Fulton Street, Fresno, CA 93721. Persons needing disability-related modifications or accommodations in order to participate in public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the administrative assistant at 559.490.9966 at least 48 hours prior to the meeting.

# DOWNTOWN FRESNO PARTNERSHIP

---

## Board of Directors

Wednesday, April 17, 2024  
12:00 P.M. – 1:30 P.M.

Downtown Fresno Partnership  
2020 Tulare St

### MINUTES

#### VIII. County of Fresno Update

No County Representatives were in attendance. Balch gave an update on DFP's role in the Needle Exchange Program. We have been collecting data on the activity around the program on Wednesdays and Saturdays at 2pm. The Radisson Hotel and a salon on Fresno St have been getting more people camping out. The County is doing a good job on the program itself and keeping it contained in the County building. Mayor Dyer mentioned that the Supreme Court will make the Boisie decision soon, which should give cities more power to relocate the homeless population.

#### IX. Public Comment

#### X. Board Open Discussion/Reports from Board Members

Cruise nights were discussed. The first Cruise Night on Easter Sunday had fights and a self-shooting. There was more of a police presence for the second night. Balch has spoken to PD about this and they want to be responsive. Mayor Dyer mentioned that he saw a situation downtown where police were called but there was 2.5-hour delay to their arrival. He wants to see faster response times. He also believes restaurants should file restraining orders against individuals that give them issues, which the City will help with. This will give more power to remove these people.

Negrete noticed that there was a stop to the construction at Mariposa Plaza. They have left behind big rocks and he fears that people will use them to break windows. Perez has already notified the construction company to remove the big rocks. There is a delay in construction in relation to Negrete's building. The City will look into when they will start construction back up.

#### XI. Adjournment

This meeting was adjourned at 1:18pm.

Mayor Dyer motioned to approve, seconded by Hill, motion approved unanimously.

---

## DOWNTOWN FRESNO PARTNERSHIP

845 Fulton Street, Fresno, CA 93721 | phone 559.490.9966 | fax 559.490.9968 | [www.downtownfresno.org](http://www.downtownfresno.org)

Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with a disability, as required by laws. Any such request must be made in writing to the administrative assistant at 845 Fulton Street, Fresno, CA 93721. Persons needing disability-related modifications or accommodations in order to participate in public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the administrative assistant at 559.490.9966 at least 48 hours prior to the meeting.