

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

Wednesday, June 10, 2026
12:00 P.M. – 1:30 P.M.

Downtown Fresno Partnership
2020 Tulare St

Members Present: Mayor Jerry Dyer, Maria Rosales, Nora Monaco (Vice Chair), Arianna Chavez, Mike Cruz, Phil Kliewer (Chair), Reza Assemi, John Ostlund, Jonathan Bravo, Will Dyck,

Present Online: Tate Hill (Treasurer)

Not Present: Dr. Carole Goldsmith, Victor Negrete, Tony Sanders, Council Member Miguel Arias, Mario Gutierrez, Supervisor Luis Chavez

Guests/Public: Jordan Sanchez, City of Fresno; Veronica Stumpf – Stumpf Properties; Janay Conley – City of Fresno, Chris Johnson – Property Owner

Staff Present: Elliott Balch – CEO, Esteban Herevia – Program Manager, Lara Agulian – Marketing & Office Administrator, Marissa Arreguin – Events Manager, Brian Kelly – Operations Manager, Mayra Tinas Castulo

MINUTES

I. Call to Order/Establish Quorum - 12:06 pm Kliewer

- II. Agenda & Minutes** Kliewer
- a. Approval of Today's Agenda (*Action*) – Kliewer made a motion to approve; Second – Ostlund; Approved Unanimously
 - b. Approval of April 10, 2026, Minutes (*Action*) - Kliewer made a motion to approve; Second - Assemi; Approved Unanimously

III. Unscheduled Public Comment (limit to 3 minutes each)

No comments were made by the public.

IV. Financial Action Items

- a. **Accept Year-to-Date Financial Report** Balch

An update was made and shared with the board. Cash is up from last year. There is a decline in equity about 3% from last year. Asset restrictions are kept track of as they are spent. The P & L shows DFP has received 45% of annual income so far with expenses tracking below that. This is down due to less personnel expenses with no YJCP staff.

Looking at events spending, there is insurance expenses for the year. DFP were \$3k under budget for State of Downtown due to great sponsors and ticket sales. The Market on Kern has been operating for one month so far this year so operational expenses are

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mostly still to come. Fulton StreetHop does have an action item later in the meeting and will be discussed there. It is a \$22K on the year projection with generally a \$5-8K spend each month.

The 3% assessment increase will go into effect on October billing.

Kliwer made a motion to approve; Second - Cruz; Approved Unanimously

V. CEO Report

Balch

The first cohort of the Scale Up business accelerator program is graduation next week on June 17. Owners of six businesses took part with positive outcomes. The partnership with CVIIC grows with more growth trainings and courses for small businesses.

DFP has a partnership with Visit Fresno County. DFP will help them integrate Downtown Fresno in the Visit Fresno app they run. They will also be assisting with new trash cans. Visit Fresno County will be posting the open CEO position on Monday and Balch will be part of the selection panel.

Streetlight banners are in production for Fulton and Van Ness Streets with the City of Fresno to install them next week. They are for America's 250 and will stay up through Veteran's Day. DFP will be paying for half the Downtown cost with the private funding from the City covering the other half. Mayor Dyer also mentioned the 1,000 flags that have been placed throughout Fresno. DFP wants to be ready for when those banners come down to have something nice to replace them. An Ad Hoc committee may be created for this and a possible new branding look.

The Entertainment Zone had its first hearing at City Council on June 4, passing unanimously. It will have its second and final hearing on June 18. After that, we will convene with the Brewery District businesses to decide on the first EZ event. There has been false and negative information circulating about Entertainment Zones, but it will only be activated for chosen events and it will get more people downtown supporting small businesses. Doing it the right way with safety is everyone's top priority.

DFP is at the end of its retainer contract with David Weinert for the retail project. Balch has asked Weinert for all the deliverable information, as part of the contract, before paying the last payment. Balch is also talking with Kresege and U3 about different strategies to help the vacancy situation. Everyone agreed that we need more cleanup to attract new business. There was discussion about possible starting points and solutions for the vacancies and cleanups. Costs for tenant improvements is a big deterrent. Property condition assessments should be done to know how much money is needed to rehab buildings. Banks and CDFI's are interested in investing in Downtowns, we just need to have more information on where those investments can happen. There is no single issue and a plan is needed. An Ad Hoc Committee will form to work on next steps. Ostlund, A. Chavez, Sanchez, and Johnson are interested, along with assigning City and PD representatives.

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Balch asked if the board would be okay with moving the August meeting up a week to August 19 and the board agreed.

VI. Public Agency Updates

a. City of Fresno

Mayor Dyer/Sanchez

The City has created and is issuing the Revolving Loan fund to housing projects that are permit and shovel ready in Downtown Fresno. This includes South Stadium with 174 units starting construction in August. It also includes the Helm Building, Mason Building, and the Uptown apartments.

Mayor Dyer is adding a second HART Team that will have more presence in Downtown.

The Energy Efficient grant has been given to businesses to help with energy efficiency. Façade grants have also been given out to 16 Downtown businesses.

After the budget passes in June, starting in July, we should see more pressure washing in Downtown. The city is also looking into trash compactors as this would be a new contract. The City is talking with a consultant on overhead lighting for Fulton Street and things look promising there.

The new Carnegie Garage is coming along so far ahead of schedule. The second new garage at H Street has construction fencing going up now with a possible groundbreaking on July 1. This garage will have a “Welcome to Fresno” mural facing Chinatown that can be seen from the High Speed Rail stop. The Tuolumne sidewalk project is complete and added 5 new parking spots on Van Ness Ave. There are more projects happening in that area with water/sewer and the Merced connection. There is push to better inform the businesses of the disruption as that has been an issue. They will be impacted for the next year on and off, but the City is committed to helping the businesses as they can through this work. The Spiral garage should be funded for structural updates and all the elevators on the garage will be updated as well. The Spiral garage construction timeline is about the same as South Stadium. The last \$100M from the state for Downtown infrastructure is in the State budget currently.

b. County of Fresno

No reps were able to be present so not updated was given.

VII. Operational Action Items

Balch

a. Provide Direction on Fulton StreetHop Events

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DFP has organized two Fulton StreetHops so far, being in May and June. Both had positive energy from participants and attendees. The Executive committee had allocated DFP to do three StreetHop events and to get direction for the rest of the year from the board. Balch showed the breakdown of the costs mainly being contracted police, security, and insurance. We do also pay our partnering coordinators for their parts in the work. Mayor Dyer is hopeful the City budget will pass with increase money for special events. The first Thursday event needs stability and is a benefit to Downtown Fresno. DFP is looking to apply for Measure P again. Staff recommends continuing with Fulton StreetHop through the end of the year without many changes or expansions to the event and will discuss it again in December around DFP budgets for the next year.

Kliwer made a motion to approve; Second – Mayor Dyer; Approved Unanimously

b. Adopt DFP-DFP Strategic Plan for 2026-32

An Ad Hoc committee put this Strategic Plan together through 2032 for DFP. It has been vetted by many sources and is malleable in that it can be revised as needs arise. This came out of staff wanting to get goals on paper. Kliwer recommended to approve it as is and have it presented each year.

Kliwer made a motion to approve; Second – Mayor Dyer; Approved Unanimously

VIII. Governance, Legal, and Personnel Action Items

No reports or action items were presented.

IX. Board Open Discussion/Reports from Board Members

No reports or discussions were shared.

X. Adjournment – 1:31 pm

Kliwer

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