

# DOWNTOWN FRESNO PARTNERSHIP

## Board of Directors

Wednesday, February 19, 2020  
8:30 A.M. – 10:00 A.M.

Fresno Chamber of Commerce Offices  
2331 Fresno St, Fresno, CA 93721

### MINUTES

**Present:** Hilary Haron, Jessica Roush, Ashley Webster, Derek Franks, Ed Fanucchi, Channelle Charest, Jean Rousseau, Kyle Kirkland, Marlene Murphey, Nathan Ahle, Sevak Khatchadourian, Scott Anderson, Wilma Quan

**Absent:** Ana Lilia De Alba, Cassey James, Richard Caglia, Jayni Wong

**Staff:** Jimmy Cerracchio, Daniel Griffith, Erin Paz, Yia Yang, Courtney Ramirez

**Public:** Veronica Stumpf, Nathan Alonzo, Will Dyck

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- I. **Call to Order/Establish Quorum** - The meeting was called to order at 8:32 am.
- II. **Public Comment** – No members of the public commented.
- III. **Introduction of New Board Members** – Haron welcomed Franks, Charest, Khatchadourian, ETC
- IV. **Approval of Agenda** – **On a motion by Anderson, seconded by Roush, the Agenda was approved.**
- V. **Approval of 12/18/19 Minutes** – On a motion by Anderson, seconded by Roush, the minutes were approved.
- VI. **Financial Review (action)** – Leslie Townsend conducted an independent accountant’s review. She noted that it was the first full year of the DFP being under Cerracchio’s leadership. She also noted that the organization received less in PBID deposits during 2019 than in 2018, but that a deposit was in transit and will be counted in the 2020 financials. The budget that was approved for 2019 included a new expense for Cerracchio’s IDA conference. The executive committee will need to determine what to do with some of the overflow money. Monthly reconciliations are done on a timely basis, and the 2020 employee handbook had been updated.
- VII. **Approval of 2019 Financial Report** – **On a motion by Rousseau, seconded by Quan, the Financial Report was approved.**
- VIII. **Annual Report** – Cerracchio introduced new staff members including Erin Paz (events coordinator), Yia Yang (events assistant/ ambassador) and Courtney Ramirez (business development coordinator). In 2019, Business Attraction activities included 33 property referrals/location assists (up from 29 in 2019). The DFP hosted two commercial broker events, created a downtown real estate guide and created a Fulton Vacancy report for development use. There were 20 new business openings, with 12 businesses under construction and plans. Utilizing the pro-neighborhoods grant, the DFP awarded 9 grants to PBID properties for storefront renovation. The organization held 12 merchant meetings. The Create Here

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Business Plan competition awarded 5 businesses with a total of \$25,000 in cash awards, and \$23,000 in donated services awards. Media and marketing efforts included 22 press releases, 49 appearances on Central Valley Today and 100 news stories. With a new website launched including updated business listings, interactive maps, event calendar, parking info, leasing info and more. There were a total of 113,000 new users and 295,000 page views. Social media impressions and reach increased on both Facebook and Instagram. Outreach marketing included 15,000 printed dining guides and 8 dining maps that were printed and displayed throughout Downtown. Core Events (including Carthop, Fulton Street Party, Christmas Parade, Market on Kern, State of Downtown and the Mariposa Concert Series) had a total of 42,450 attendees between the all, and DFP assisted with the production of 12 additional events with various partners. The Clean Team Ambassadors picked up 13,575 lbs of trash, debris and plants. They also removed 2,384 instances of graffiti and reported 229 instances of graffiti. In Zone 3, 69 out of 74 dumpsters were locked, and 35 street cans were maintained. Overnight security patrols were conducted for six hours per night, 7 days per week. Hospitality ambassadors were dispatched to 95 events in order to greet guests, provide information on Downtown restaurants, offer directions, etc. The environmental enhancements included the roll out of the park mobile app and the re-opening of Mono Street. Another addition to the environmental enhancements this year was the launch of the parklet program. The program aimed to convert parallel parking spaces into usable patio space for businesses, and was supported by the Downtown Fresno foundation. The foundation also relaunched the Downtown Fresno Ale trail in order to help drive traffic and spur growth of the brewery district. The program included hosting brewery pop-ups during events, 4500 ale trail passports distributed and a promotional video. The Partnership completed strategic planning up to 2022, moved a majority of the bookkeeping in house, and revisited the employee handbook to adhere to existing California law. The Foundation received a \$40,000 Pro-Neighborhoods Grant through the Central Valley Community Foundation, and has been utilized in the Create Here and the Storefront Renovation Programs. The Foundation also continued it's 8<sup>th</sup> year of the Downtown Academy program, a 10-month collaborative program designed to engage young professionals with the Downtown Fresno community. The 7<sup>th</sup> Downtown Academy class completed the Haron Mural, and the program had a net income of \$3000.

- IX. Branding Presentation** – Cerracchio provided the board with the updated branding for the Downtown Fresno Partnership which will be put unveiled to the public at the State of Downtown. He explained that the marketing team focused on appealing to three major audiences – North Fresno visitors, tourists from other areas and new businesses that may want to open in Downtown Fresno. The team tried to emphasize the messages that everything is happening here, that there are cultural opportunities, that the district is safe and that it is geographically accessible. Cerracchio presented the new logo, brand colors and the tagline of “The Other Side of Ordinary,” which will have variations of “Live on the other side of ordinary,” “taste the other side of ordinary,” “find the other side of ordinary” etc. The branding update will include new banners, collateral and website marketing.

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- X. President's Report** – Cerracchio reminded the board that there is a Homeless Services Panel on February 26<sup>th</sup> at Bitwise Industries South Stadium. Another invitation reminder will be sent out. He reminded the board that the convention center publishes a list of events at their facilities which is a helpful tool to plan downtown traffic and crowds expected. Additional events upcoming are the Fresno County EDC's Real Estate Forecast on April 22<sup>nd</sup>, where the Downtown Fresno Partnership will have a table, and FresYes Fest on March 21<sup>st</sup>, where the DFP will have two event spaces, and are supporting in the organizing. The Downtown Fresno Foundation was again a recipient of the Pro Neighborhoods Grant, which will be used to fund Create Here 2020 as well as façade improvement grants. In addition, the DFF will be putting together Mariposa Plaza Parties on Art Hop nights starting in May. Quirky Café and Modernist are now in operation within the PBID, and DAB Tacos announced that they will be occupying 721 Fulton Street.
- XI. Clean & Green Committee Report** – With Keep Fresno Beautiful, the DFP held a Zone 1 cleanup event on January 20<sup>th</sup>, with 30 volunteers and over 30 bags of trash collected. There are plans to repeat the event in the spring, perhaps to tie in with Grizzly's opening day, and concentrate along H Street and the ball park. DFP notified three businesses that their flyers were out of ordinance. The locking bin ordinance is being followed, however there will need to be a meeting with Mid Valley. There have been some break-ins, but in empty buildings. Board member Fanucchi asked if there was anything that could be done about the birds, however no action is taken at this time due to high costs.
- XII. City of Fresno Update** – Wilma Quan gave the report. More smart meters are coming to downtown. The Measure C transit oriented funds are being directed toward projects downtown including the Merced Street opening. Fountains on Fulton Street are open and running. Quan noted that any of the clean up events downtown can be pushed out by the City communications office.
- XIII. County of Fresno Update** – Jean Rousseau gave the report. The jail will be finished May 2021. Records for the county will be moved to the former Fresno County federal credit union. The Public Defender will be moved into the Crocker Building, from the Del Web. They are holding a joint meeting with courts operations soon to discuss other changed. Fresno County is in the Top 10 running to get a courthouse and if approved it would be a \$561 million project with 38 courtrooms. The law library will be moving and he requested help with finding 10,000 sf of space downtown. The UMC campus is in in escrow and will be sold.
- XIV. Adjournment** – The meeting was adjourned at 9:21 am