

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

Wednesday, April 15, 2020
8:30 A.M. – 10:00 A.M.

845 N. Fulton Ave
Fresno, CA 93721

MINUTES

Present: Hilary Haron, Jessica Roush, Ashley Webster, Derek Franks, Bob Gurfield, Jayni Wong, Ed Fanucchi, Scott Anderson, Cassey James, Wilma Quan, Channelle Charest, Marlene Murphey

Absent: Ana Lilia De Alba, Richard Caglia, Jean Rousseau, Kyle Kirkland, Nathan Ahle, Sevak Khatchadourian

Staff: Jimmy Cerracchio, Daniel Griffith, Courtney Ramirez

Public: Yahaira Figueroa (City of Fresno)

- I. **Call to Order/Establish Quorum** - The meeting was called to order at 8:35 am.
- II. **Public Comment** – No members of the public are present.
- III. **Approval of Agenda (action)** – On a motion by Gurfield, seconded by Webster, the Agenda was approved.
- IV. **Approval of 2/19/20 Minutes (action)** – On a motion by Anderson, seconded by Webster, the minutes were approved.
- V. **Approval of 2019 Financial Report** – Cerracchio informed the board that he has worked with David Williams for completing the 2019 financial report, which was sent to the board just prior to the meeting. There was an assessment check that was received (which will be the first round). The organization is in a holding pattern with all events, and there have been some marketing expenses which were part of the approved budget for the rebrand. There was an additional fee of \$200 for a special page created for the COVID-19 business responses. Looking at the balance sheet, there is an expense for computers. They were received at the DFP office the day prior to the shelter in place order. Haron made a motion to wait to approve until the reason for the discrepancy is adjusted, Anderson seconded.
- VI. **COVID-19 Update**

DFP staff are continuing with business outreach by making calls and sending regular email updates. They are sending out information to the public as well via social media. Staff has been assessing which businesses are getting assistance, and are also communicating with owners about changes in programs at the county, state and federal level. They are updating the website with information as well. We've been working with the city in order to bag meters in front of open businesses and restaurants. Tioga Sequoia has benefited from a promotional push, and Lupe Perez from the city has asked the owner if he will consider offering groceries on that site as well. The DFP has launched a gift card campaign with social distancing BINGO. May is bike month, so we may do marketing around that. We are still waiting

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for information on the Convention Center and how we can be of support. Our DFP blood drive is moving forward, but we are waiting for the blood center to give us the go ahead. We want to encourage downtowners to visit the location so we are considering Mariposa Plaza, Eaton Plaza, maybe the convention center. We are still working on the market on kern since it is an essential business, and it will be launching in May. We have letters submitted for funding and we are requesting from our elected officials that COVID-19 support be extended to those with a 501c6. We are working with the DFF to repurpose the ProNeighborhoods grant, and some additional donor money to shift that funding toward business assistance grants. We have been in conversations with CVCF and they have approved, but we are waiting on JP Morgan Chase. Cerracchio and Griffith are creating guidelines for applying, and how much they would get. The grants would be used to facilitate pivoting businesses and recovering from costs.

The City of Fresno COVID-19 overview –

The City extended the shelter in place directive to May 6th. They will monitor as the date draws closer to that deadline to get closer to see if it needs to be extended. Essential businesses and definitions have been posted online. The city has been getting a lot of questions about masks for employees, etc, Questions should be to Aldi Dodds. The Mayor's Chief of staff will be answering questions and ensuring that information is consistent. However, Quan stated she could answer existing questions on the table.

Cerracchio: Should there be masks for all employees – is that required for office employees?

Quan:

- facial covering must be used when within 6 feet of anyone
- elevators can have 2 people at one time, but both of them should still wear masks
- opt for mask usage rather than not

Cerracchio: For the Market on Kern – The DFP understands that it should follow county health board guidelines for hand washing stations, and can start by May 6th

Quan:

- Lopez or Figueroa will be assigned to make sure that social distancing is implemented, including throughout the lines.
- only essential businesses are covered, so no vendor tables or information booths.
- the city will be in touch as the order may be extended

Cerracchio: Since the start of the stay at home directive there has been more trash in alleyways, higher frequency of break-ins, etc, can we get the ambassadors back on the street.

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Quan: Please send an email to my office.

Cerracchio: Per the Save Our Small Business program – is any extension available or is it done?

Quan: We will update soon, but the website is the most reliable form of information at this time

Cerracchio: Per the Convention Center, can we often any assistance, what can we do? Are there any updates?

Quan: The City has signed an agreement with the county, which basically turned over the convention center to the county for use. They are only using the New Exhibit Hall at the time being but can be expanded based on the needs of county, etc. It is currently not being used. The National Guard moved in about 250 beds, to be use for the overflow of hospital surge points. If they are staffed there will be 50 people there, 24/7.

Other updates:

Quan shared that city wants to emphasize to the public that the Food Expo was not cancelled due to the COVID-19 crisis.

Quan confirmed that the city is not collecting revenue from parking structures, though meters are still being checked and citations issued. The city is continuing to issue tickets on areas that need turn over, for example the spaces near the CRMC.

Figuroa noted that Lupe and parking officials have taken photos of the planters near the CVS site, but this project will be pushed back. There were 1580 applications for the Save Our Small Business program, which are being evaluated. Access plus Capital will be doing lottery of the winners.

- VII. President's Report** – Cerracchio shared that per the Food Expo, he had met with the old owners, and the situation was very complicated. No one is sure what happened with the financial situation, or the exactly why the non-profit dissolved. Webster is reaching out to see if sponsors or anyone wants to be involved in revitalizing the idea. This includes meeting with former producer when his schedule permits. Gurfield noted that Downtown has lost a number of events that brought people to the district and regaining this would be valuable.

The RFP out for the PBID renewal – CIVTAS and Puma are both evaluating it.

The rebranding effort is moving forward. The scheduled photoshoots got canceled due to COVID, and state of downtown was postponed where the formal launch was going to take place. You may see the new logo and branding rolling out soon.

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Events – The market on kern was discussed earlier but everything else has been delayed so far, CARthop is on hold, the Art Hop events are on hold. The DFF art hop events budget may be moving to a welcome back to downtown event.

Security – Break ins and broken windows have increased. When it happens, both police and property owners are made aware of it. They did include and increase the security team, and both Ambassador Blackwell and Cerracchio are looking around to see things are reported, etc.

VIII. Clean and Green Committee

Ambassadors not on the street, and their resources have shifted to merchant outreach, and creating promotions. Security has been increased to 8 hours a night, and that was the same to prior to the budget change. Police have shifted and gotten bike patrols out (TJ and Al have been out per Griffith). Trash and graffiti had been down since last year. There are new locking mechanism for dumpsters, and 8 new locations were selected based on requests from businesses. MidValley has had good feedback so far. There is an initial fee for it, but MidValley had absorbed it as a test run. The dumpster locking requirement has been confirmed for the entire PBID, so Blackwell will be tracking those now as well so code can be enforced. The City confirmed that the planters and fountains are being serviced, but the adopting a planter process is on hold. But in the meantime, we can brainstorm ways about the best route to do it. There has been more break-ins but the police are aware and monitoring. Parking meters are in effect in some areas. Garages are open and free. CIS is patrolling at night.

IX. Marketing and Business Development Committee

Businesses that are taking their efforts to shift from traditional working are doing better in this environment. The marketing is focused on anyone responsive that is having special hours, available within ordinances. The DFP is being vocal and cyclical with the businesses. The committee noted that the email blasts have been helpful, and the constant stream of communication have as well. Highlighting businesses that are using what they have to stay afloat, and hoping that there are ways to continue to cross-promote within the businesses (ie: Grizzlies/Root). Angela at the Chamber of Commerce mentioned phone numbers for county health and business assistance hotline.

Gurfield asked about La Boulangerie moving into Pacific Southwest. The DFP and the city are monitoring with the property owner.

X. City of Fresno Update – completed earlier

XI. County of Fresno Update – not present

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XII. Adjournment – The meeting was adjourned at 9:26 am.