

# DOWNTOWN FRESNO PARTNERSHIP

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## Board of Directors

October 19, 2022

845 Fulton Ave

8:30 A.M. – 10:00 A.M.

Fresno, CA 93721

## MINUTES

**Present:** Jackie Anaya, Cassey James, Jayni Wong, Conrad Moore Jr, Scott Anderson, Channelle Charest, Gregory Barfield, Derek Franks, Sevak Khatchadourian, Phil Kliewer, Edward D. Fanucchi, Paul Nerland

**Absent:** Jamin Brazil, Ashley Webster, Marlene Murphy, Mario Gutierrez, Rich Caglia, Bob Gurfield, Jessica Roush

**Staff:** Jimmy Cerracchio, Lara Agulian

**Public:** Lupe Perez

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### I. Call to Order/Establish Quorum

Cerracchio

Call to order at 8:37 a.m.

### II. Public Comment

No public comment

### III. Appointment of New Officers

Since Roush was unable to attend this meeting, we will be holding off on this until December. We need a new treasurer and vice chair. Bhavneet Gill was our treasurer but had to step down and she is no longer working with United Security Bank and therefore no longer downtown.

### IV. Approval of Agenda

Cerracchio

Fanucchi motioned to approve, second by Nerland, motion approved

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#### V. Approval of August 17, 2022 Minutes

Cerracchio

Wong motioned to approve, second by Barfield, motion approved.

#### VI. Financial Review

Cerracchio

The balance had no real changes. In accounts receivable there \$1,687 that we are waiting to be reimbursed for from the Fresno Area Hispanic Foundation for Fiestas Patrias. In budget vs actuals, we received a higher PBID revenue than we were expecting. There is a new line under event income called coupons and discounts. We ran a promotion for the Market on Kern, giving out a few coupons, and we thought to put them on their own line so we could keep track of that. The total income for events is low, but we still have Fiestas Patrias money coming in, along with Fulton Street Party and the Christmas Parade. Under expenses, our bank chargers are over, but that is because of stop payments on checks that were mailed, but never made it to their destination. Computer expenses are high because we have been upping the amount of cloud storage. We will look into cheaper options for this in the new year. Our conference costs are low because Young ended up not being able to go to a conference that was planned and we didn't do the Farmers Market training. Our printing costs are high, but we are working to re-itemize that between printing done for marketing versus printing for in office use. The printing is high because we have been printing more communication and marketing items to pass out to businesses. We do want to do another run of brochures as the hotels downtown like having those to give out to guests. Signage and Banner money should be used before the end of the year as we are working to get banners up on Fulton Street. Garbage costs are low but seem normal. Ambassador salary is low but that is because a full time ambassador shifted to part time. We have the funds to hire another ambassador now.

Wong motioned to approve, second by Anderson, motion approved.

#### VII. 2023 Budget Presentation

Cerracchio

The budget for 2023 was based on 2021 to be safe for the first year of the renewed PBID. Events were left the same. For next year the goal is to zero-out with events instead of relying

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on them to bring in income. We saw a trend of businesses and people being less interested in sponsorships this year. There is nothing in for grants yet so we left it, but there are some grant possibilities that Cerracchio will talk about during the President's report.

Within the administration budget, we have allocated more money for accounting and bookkeeping as those costs go up. We write our own checks, but we do have help with budget. We have also allocated money to board meetings. This may be used if meeting go back in person, but we would like to have a mixer including both the DFP and DFF boards so that everyone can actually meet in-person. We have raised the cost for computers to account for more storage. The trend in the report is that everything is slightly raised as cost of everything goes up. While we are looking for new leases, the cost of rent will raise whether we stay in our current office or move. More money has been allocated for repairs and maintenance. We have also upped travel and lodging to allow more staff to partake in conferences and growth. Employee benefits are changing, and those costs will more than likely go up. Taxes are down based on predicted salaries and workers comp is increased.

More money has been allocated for marketing outreach. This money will help DFP have a presence at events such as the Real Estate Forecast. It will allow for more outreach online as well. For this, we will need more professional photographs and videos to use for promotions and ads as needed. We will also use these funds for Stakeholder outreach. We have started this already by passing out monthly event calendars and we would like to continue and expand our communication to the businesses. Collateral materials are higher to be able to keep producing brochures. Web hosting costs are going up so more money has been allocated there. There is an increase for signs and banners, and we are hoping to have two more seasonal sets of banners that we can swap out throughout the year.

For events next year, we will be focusing on a core four events, which are the Market on Kern, ArtHop, Fulton Street Party, and the Christmas Parade. There may be one-off events that come up through the year as well. We have removed State of Downtown for now as we noticed a decline in interest in that event.

In environmental enhancements, ambassador salaries are increased with the hope of adding two more positions. \$10,000 has been set aside for clean and green beautification projects.

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Ambassadors supplies has been increased as we now have been going through garbage bags quickly. There is also more for uniforms as they will need new shirts and jackets. Our golf cart is getting old and already needed some repairs this year. More money is set aside for more repairs. The policing line accounts for the cell phone that we provide to PD. Private security costs are sure to go up as cost of living goes up so there is an increase for those services.

We do not anticipate needed new computers for a while, but there is some money in the budget for other office supplies as needed. The money set aside in special projects is in hopes of doing projects such as getting lights strung up on Fulton Street. With the extra money in the bank, we are hoping to get a pick-up truck for the ambassadors. As of now, we rely solely on the cart or Cerracchio's truck. Having a DFP truck would help make trash pickup and other tasks much more efficient. We also want to look into street trash cans for the brewery district as it becomes more of a destination and more people gather there.

Barfield asked why DFP is not planning on doing State of Downtown. Cerracchio responded that along with the lack of interest and low ticket sales, there has also been a decline in interest in sponsorships. There is a possibility of revamping the event and trying to make it different, but that will have to be considered in the future. Barfield then commented that we should look into local downtown people for the professional photography. There is a City employee and Steve Skibbie who do that kind of work. Barfield will share their contact information with DFP.

Perez asked how successful the Real Estate Forecast is for DFP. In 2019, we got many leads on people interested in real estate downtown at the event. It was different in 2022 as most leads called us after the event with interest. Cerracchio would like to see a downtown panel next year at the event, possibly with Veronica Stumpf.

Wong motioned to approve, second by James, motion approved.

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#### VIII. Nomination Committee

Cerracchio

Ballots have been received, tallied, and reported to the nomination committee on Tuesday, October 18. Bhavneet Gill was on the ballot as the election process began before she knew she was leaving downtown. With Gill included, there were four nominees for Zone 1 with three spots available. This means that the remaining three will have seats on the board next year, being Channelle Charest, Derek Franks, and Toni Tonic. In Zone 3, three spots were open with four nominees. Sevak Khatchadourian, Victoria Almaraz, and Tyrone Roderick Williams were elected. There were two community seats open and Conrad Moore and Richard Cagila were reelected for those seats. These results will be ratified during the December board meeting and the new board members will begin their term in February 2023.

#### IX. President's Report

Cerracchio

Jazzmine Young left the DFP at the end of September for personal reasons. We have hired a new person for the position of program manager, Gloria Valdovinos, who has interned at DFP before and was great at marketing. Erin Paz recently announced that she too will be leaving DFP to opportunities in Utah. She will stay on full-time until Fulton Street Party then help with the Christmas Parade on a part-time basis. We are looking to hire her replacement soon.

DFP is still looking for new office spaces to lease and seeing all the options out there. DFP has applied for the Regional Climates Collaborative Grant alongside Chinatown, the Lowell District, Highway City, and South Tower. Collectively, \$1.3 million dollars was applied for which, if awarded, would be used to hire a grant writer, community engagement, and a non-food retail and learning space. Cerracchio is also working to apply for the Façade Grant RFP by the City.

We are still collaborating with the City Codes and Compliances, County Health, and ABC to help control the vendors for ArtHop. The main goal is to educate vendors so they have the right licenses and permits to sell. Perez mentioned that the State is changing vendor laws and she wants to put together a seminar along with the Street Vendor Association for the vendors.

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Vendors that come from out of town may not know Fresno's requirements. Khatchadourian would like to see less junk vendors on ArtHop and it was agreed that the Fresno Arts Council should be involved in the meetings about ArtHop. It was brought up that EOC has vendors as well and could benefit from vendor training. ABC will be out and will shut down anyone that is selling alcohol in the streets. James mentioned the Business Hub and FAHF as they always have vendors for ArtHop. She mentioned that the vendors out there do not sell art, but rather carnival-type toys. They also set up tents that take up the whole sidewalk in a way where she struggles to walk past with a stroller and has seen people in wheelchairs not able to get by. Cerracchio will reach out to David and Dora of FAHF to discuss this.

Banners for the Fulton Street light poles are being worked on. Fresno Neon Sign found a workaround for not drilling holes in the light poles, which the City agreed to. A test was done with the City on sight and everything went well. We are now waiting for the parts and the production to be able to go forward with replacing the old banners.

DTA class 10 has about 20 students and they have just completed their second class. For the DTA trip, they will be going to Sacramento and Modesto to see their downtowns.

#### **X. Clean and Green**

**James/Cerracchio**

Businesses have been requesting pressure washing, many in a result of human waste being found around their businesses. Ambassadors have been coordinating with the City to see what to do about this. DFP is still waiting for the Baseline Services from the City, but we know that it is with Perez now and she is looking it over.

There has been a rise in tampering with street signs. This is in the form of either graffiti or damaging the signs. There is communication with the City on this and the signs either need to be repaired or replaced.

Street cans have been filling up and the ambassadors are trying to stay ahead of it. Residents of the Californian have been using the street can at Kern and Van Ness to dump all their trash instead of using the Californian's dumpster and it has been filling those up quickly.

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Sandoval was at the Clean and Green meeting in place of Standriff and had a quick update from Beautify Fresno. There is Youth Clean Up day coming up where there may be some volunteers cleaning up in the downtown area. They will also be helping with the Christmas Parade.

The Planter Program is waiting for updates from Erika Pelayo-Lopez at the City of Fresno. We also spoke in the meeting of painting the light poles. We would have to have a meeting with Public Works to go through the logistics of this from what colors to use and if there are any grants available to do this project.

Parking gave out warnings instead of tickets for a time in downtown to educate people on the parking rules. They are also adding new parking signage for ArtHop. New zone stickers for the parking meters are in the works and EV chargers throughout the city and downtown have been repaired. Almaguer wants to start sending out a parking newsletter, and DFP agreed to helping spread the information from those to people in the downtown area. We also agreed to putting parking information in the DFP kiosk and in displays around downtown.

Barfield did ask who we are going through at the City for power washing and the human waste removal. Brian Kelly has that information and will send it over to Barfield.

#### **XI. Marketing and Business Development**

**Agulian**

JSA gave us a quick campaign update on our current campaigns and we met our goal of increasing click rates. They also showed us rough cuts of B2B and B2C video ads along with drafts of new display ads. Since then they have made edits and are finalizing it now.

In events, ArtHop has been spoken about, but we are still helping activating Kern and Mariposa Plazas. The Market of Kern is ending at the end of this month. Next Wednesday, October 26 will be the last Market of the year.

Fiestas Patrias passed a month ago. It went well from the public's perspective. We were working with FAHF, Council Member Arias' office, Arte America, and others on this event and there were many changes made at the last minute. We handled things behind the scenes

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such as permitting and layout and handled the beer garden on the day of. We were not able to attend the follow up meeting, therefore we do not know how the concert at the Selland Arena went. No one has followed with us since the event.

We did help a vendor do her own event called The Collective on Fulton, where the Fulton Street in front of Warnor's Theatre and Root General was closed. Paz was at the event and said attendance was good and steady until 8PM, and the last hour of the event was slower.

Fulton Street Party is happening on November 12, which was changed from October 22 as much of our time and effort went to Fiestas Patrias and put us behind schedule for this event. There will be a kids area in partnership with Kepler School and the Grizzlies. Blue Shell gaming will host an area with video games and tournaments. There will be stages of music managed by LMC, Richard from Warnors and Nick. There will be a vintage and thrift shopping area. There will also be a beer and cocktail garden. We are about to ramp up the social media and marketing for this event. We also do need volunteers for this event as well as the Christmas Parade and we are encouraging people to sign up. The Christmas Parade will be December 3<sup>rd</sup> with the theme Songs and Stories of Christmas. Applications are open to be a participant. Cerracchio mentioned that we could use volunteers even before the day of the event for this one if anyone is interested.

The Stay Here has ended. All the recipients have received their checks and we have started to get receipts back on their spending. New businesses are a lot of the same ones working to get open. Brimstone and Bourbon is still working on it. The whiskey bar at 701 Fulton may be named Stage Depot but won't open until next year. A new tattoo place has signed a lease in the Brewery District in one of Nora Monaco's spaces. Smokin' Woods in the Brewery District was open over the last weekend, but we are not sure if they are fully open yet. On Google it says they will open November 3<sup>rd</sup>. Ragazzo's Italian restaurant in the Galleria did close, but a new Italian restaurant called Valentino's has opened in its place. Khatchadourian asked for an update on Los Panchos. They had been closed because a pipe burst in the restaurant, but they are officially back open again.

Cerracchio mentioned that we did attend and table at the MADE event alongside the City with himself and Agulian in attendance over the two days. Perez mentioned that she will be

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attending the California Ag Robotics and Tech Forum this week, which is an international event happening at the Convention Center here and it is Fresno's first time hosting it.

#### XII. City of Fresno

#### Barfield

Barfield mentioned that a lot that is happening with the City in regards to downtown has already been discussed throughout this meeting. He is aware that the City owes the DFP the MOU. Perez mentioned that the State is changing building codes in January 2023. Will Dyck has put in a draft for the JCPenny building with 100 units of housing. There are other property owners looking to renovate and improve their building, which is exciting. WSS has taken over the space where Fallas and has bought the subsidiary to Fallas. WSS will open in that building temporarily to begin with to see how it goes and if they want to keep a store open there. James asked about CVS. CVS is trying to sell their building and parking lot, but they have not been responsive to anyone, not even the Mayor.

#### XIII. County of Fresno

#### Nerland

They did the ribbon cutting on the new recorder building and it is getting ready to open the first drive through service in the state. The new courthouse that the State will provide for is still moving forward but will take many years to complete. No other information about the courthouse is being made public as of now.

#### XIV. Comments

**Adjourn** – 9:39 am