

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

Wednesday, October 21, 2020
8:30 A.M. – 10:00 A.M.

845 N. Fulton Ave
Fresno, CA 93721

MINUTES

Present: Hilary Haron, Jessica Roush, Ashley Webster, Scott Anderson, Jayni Wong, Channelle Charest, Marlene Murphey, Bhavneet Gill, Conrad Moore, Sevak Khatchadourian, Ed Fanucci, Cassey James, Kyle Kirkland, Bob Gurfield, Thomas Gaffney (for Wilma Quan), Jean Rousseau, Yahaira Figueroa
Absent: Ana Lilia De Alba, Nathan Ahle, Richard Caglia,
Staff: Jimmy Cerracchio, Daniel Griffith, Courtney Ramirez, Yia Yang
Public: none

I. Call to Order/Establish Quorum - The meeting was called to order at 8:35 am.

II. Public Comment – none.

III. Approval of Agenda (action)

On a first motion by Murphy, seconded by Moore, the agenda is approved.

IV. Approval of 7/22/20 Minutes (action)

Approve as amended, motion made by Fanucci, seconded by Webster. Motion passed

V. Approval of 8/19/20 Financial Report (action)

Cerracchio noted that the assets line saw an increase due to computer purchases just prior to the shut down – we’ve been advised to consider buying a new server because our storage space has increased. As we create the new budget as we should look for that as a possible decision.

Gill reviewed the Income statement – we saw a \$151k budget due decrease to events being gone, and the overall gross income is \$41 k below budget. On the Expense statement - administration expenses are \$15k below budget expense wise and security expenses have been increased due to COVID-19 closures. Our economic enhancement line item is running \$18,000 below budget. There was an increase in marketing expenses due to the completion of the rebrand, which has been put off due to COVID. The expenses also included repairing the golf cart, and ambassador cell phones.

Motion by Kirkland, second by Gurfield

VI. Budget Discussion (action)

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Cerracchio and Gill shared the 2021 budget overview and notable changes from last year due to Coronavirus cancelations and other factors related to the business and events environment.

The budget was presented with a column of the normal break down of the budget, what the organization experienced in 2020, and what to expect in the future. Events were noted as a zero because we are not sure if events are possible until late spring 2021. The operating income that included the Pro Neighborhoods grant in the past is now being handled through the foundation. There were normal administration increases that we see year over year, but a few were adjusted due to the financial review. Marketing and economic enhancement will be dropped because the rebranding happened in mid 2020. With staffing, we've moved to 4 fulltime ambassadors with a half position removed, but cell phones were purchased. The garbage services increased as noted in previous meetings. There are landscaping special projects budgeted for 2021, and usual supplies and repair. We are removing the Downtown police cell phone per the executive committee suggestions. Other expenses for the PBID renewal are accounted for. The new computer fund was cut in half, due to desktops and being purchased instead of laptops. There's money in a website fund for when the website needs to be updated. Mariposa Plaza budget items will be bolstered by the DFF when the plans can move forward.

Motion to approve by Charest, seconded by Gill.

VII. Tutelian & Co, Tuolumne & Fulton Project Support (action)

The board received a presentation on the North Fulton Square project, which is estimated to be completed by 2025. They received confirmation from the property owner and project heads that the Fulton corner businesses will be considered. Other items that will need further information will be the parking availability for the Business Journal employees, and types of space available. The board decided that sending a letter developed and approved by the executive committee would be the best motion to voice support.

Haron made a motion for the letter to be drafted, Fanucchi seconded.

VIII. President's Report

With COVID still a factor, we are working with businesses to get outdoor dining permits and parklets approved. Danny Griffith has been doing outreach for the \$25,000 grants for outdoors dining through the city. There will be a press conference upcoming on the parklet project

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announcements. Create Here has been wrapped up with a list of great candidates. The winners will be announced in early 2021.

We've increased security due to the upward vandalism trends, homeless issues, etc. The police unity has been gaining and losing staff due to quarantine times. Fannuci asked if patrols could be added on Merced street. The Market on Kern had a security issue on the last date, but it was reported.

IX. Renewal

The initial survey showed that about 30 respondents are leaning toward the renewal, and we are working with CIVITAS on the best next steps. The city is still providing updated data on the property owners, and the survey showed that clean and safe concerns were the top priorities.

X. Nominating

Ballots due Oct 23rd but if you have not received ballot, let us know. We sent out a reminder to property owners to vote.

XI. Clean and Green

In addition to security hot spots reviewed, the meeting included reviewing the dumpster situation, particularly along the Fulton Ave apartment buildings. The adopt a planter program will hopefully be out by the beginning of the year with the city's support.

XII. Marketing and Business Development Committee Update

We've reviewed the banners and they will be in production soon. The Partnership is coordinating with Arte Americas to promote their outdoor markets. The State of Downtown will be December 10th on all of our social media channels. It will include a 1-hour presentation, interviews, 2 awards for this year, the Al Alan award, a community service award and more. CMAC is helping to produce. At 5 pm, there will be an IG live presentation, and we will encourage people to pre-order at our restaurants to watch the presentations. Modernist will be doing a "Miracle" pop up bar. We are also working with a potential food partner for Zack's Brewing. Our Create here webinar was well attended with most participants submitting soon. We have explored an option to light down Van Ness as well as Courthouse Park. However, there is no way to effix lights to the historic buildings along Fulton Ave.

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XIII. City of Fresno Update

Most of the points were covered prior, but Gaffney added that the parklet system is unique compared to other cities, and that they built in a process so businesses can scale up in future years. Khatchadourian noted that the parklets would be a good long term addition to the district. Finally, Gaffney said that the City is working on setting up businesses for validation with the park mobile app.

XIV. County of Fresno Update – Skipped

The meeting was adjourned at 10:14 am.