

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

Wednesday, October 23, 2019
8:30 A.M. – 10:00 A.M.

Haron Jaguar
2222 Ventura St. (Conference Room)

MINUTES

Present: Hilary Haron, Jessica Roush, Wilma Quan, Jean Rousseau, Nathan Ahle, Ken Ramos, Ana Lilia De Alba, Cassey James, Dennis Woods, Eddie Fanucchi,

Absent: Bob Gurfield; Jake Soberal; Kyle Kirkland; Scott Anderson, Marlene Murphy,

Staff: Jimmy Cerracchio, Daniel Griffith, Omar Lopez

Public: No member of the public

- I. Call to Order/Establish Quorum** - The meeting was called to order at 8:30 am
- II. Public Comment** – No members of the public commented.
- III. Approval of Agenda** – On a motion by Rousseau, seconded by Woods, the Agenda was approved.
Agenda amendment moved item XI to position IV
- IV. President’s Report** – Cerracchio stated that we are waiting for PBID assessments of about \$24,000 from State Center Community District. We have not heard back from Hotel Fresno regarding delinquency payments, but invoices have been sent. Cerracchio said that changes are currently being made to the employee handbook with a company who has undertaken the task without charge. DFP’s website is doing well with 203,000 page views. Google ad grants have helped with website traffic of 22,000+ impressions. About 5,000 dining guides were printed to distribute to the public and support Downtown eateries. Create Here grants from the Central Valley Community Foundation and JP Morgan Chase called the PRO Neighborhoods grant helped to provide 5 businesses with cash incentive to open in Downtown. This year’s top winner of the program is Modernist cocktail bar. They secured a location in the Brewery district and are aiming to be open in December 2019. Other winners of competition were Mas Fresno, Dress Her, Café Alchemy and McQueens End of the Line. Cerracchio said that Fulton Street Party brought \$19,000 in alcohol sales. Finals expenses have not been calculated. The 2019 Christmas Parade is currently seeking sponsorships. Cerracchio will attend a meeting with the Police Department to discuss ABC laws for public events. Recently, multiple downtown venues have had ABC violations during ArtHop events. This meeting is to clarify the rules.
- V. Board Appointments** – Hilary appointed zone 2 property owner, Jayni Wong as a board member to fill an open seat in zone 2.
On a motion by Rousseau, seconded by Ramos.
- VI. Approval of 8/21/19 Minutes** – On a motion by Roush, seconded by Rousseau, the minutes were approved.

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- VII. Approval of Financial Report** – Ramos stated that as of October 7th, the balance sheet indicated a good financial standing. DFP is expecting to receive around \$24,000 in assessments from State Center Community District which has not been included on the balance sheet. Ramos said that there is an outstanding balance of assessments that have not been included because they are still being collected. Ramos stated that event income will be updated as soon as Fulton Street Party's income is received. Profitability for the partnership is in the positive margins for \$208,000. Ramos said that the money market is up, and that capital in good standing overall.
On a motion by Rousseau, seconded by Roush, the Financial Report was approved.
- VIII. Budget** – Cerracchio stated that the goal, as per strategic planning, is to have the budget approved before the new fiscal year. The 2020 budget was built using best practices for PBIDs and nonprofit organizations. The income was based on assessment and fundraising totals and did not include bank balances. Regarding income, event totals were increased because of in-kind donations. Grants of \$40,000 from Pro-neighborhoods were included in the budget to support the Create Here program and Façade grants. We are planning to receive that in 2020. Under expenses, board meetings were allocated \$1,000 for legal services. This is based on the unforeseen budget cost this year. The line item for computer / network was increased to meet needs for networking systems. Employee benefits were split by breaking into different categories for ambassadors. Marketing money was allocated for promotional activities and outreach including collateral materials. Money was also allocated for contracted marketing services. Cerracchio said that collateral needed to be increased as well because dining guides needed to be printed for downtown visitors. The Mariposa Concert Series weekly event was removed from the budget because DFP reported a major profit loss due to the lack of public attendance. Cerracchio said that an ambassador program was included on the budget to meet management plan requirements for hospitality and to serve as the front line of safety and communication for Downtown visitors. The ambassador program will include 4 full time and 1 part-time ambassadors. Money was also allocated for ambassador supplies and repairs for long-term environmental enhancement equipment. De Alba suggested that there is a need for cultural events, and the importance of cultural diversity. De Alba said that Univision produced an event on Cinco de Mayo which was not successful. James said visitors are excited about evening events such as Fulton Street party because of street closures- where the public could walk on Fulton Street. James suggested that a night time market would help attract the public to the downtown area. De Alba said she would like to spearhead developing multicultural events moving forward.
On a motion by Rousseau, seconded by Ahle, the Budget was approved.
- IX. Clean & Green Committee Report** – James stated that illegal graffiti and trash reports increased in August. James stated that promoters are posting flyers on street poles during events which resulted in a trash increase. James stated that the committee had spoken to Mid Valley about changing their trash

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pickup days to Fridays to prevent trash bin overflows after events, specifically ArtHop. The City of Fresno was asked to change their street sweeping schedule, but would be difficult to arrange, James said. James will follow up with the City regarding street sweep. The fountain on Fulton Street near CVS and the Housing Authority has not been operating and the City owned planters have been neglected leaving behind shriveled plants. One of the planters caught fire and had to be put out, James reported. Quan will notify the City about planter irrigation. James reported that the new parking meters have gone into effect. Stickers have been posted on the meters after the ParkMobile app launched. Cerracchio stated that new meters have not been installed yet, but the app is a quick way to pay for a parking meter without having to use coins. James said that Market on Kern has dealt with parking issues prior to setup, but improvements were made by the City after placing more parking restrictions earlier in the morning.

- X. Marketing & Business Development Committee Report** – Cerracchio stated that three local marketing agencies were asked to submit proposals in efforts to take over marketing initiatives for the Downtown Fresno Partnership. The Executive committee agreed upon a unanimous vote to select Jeffrey Scott Advertising. Roush reported that a meeting with JSA is set for October 23 to discuss the marketing plans moving forward. Cerracchio said that street banners are placed on hold to ensure they align with JSA’s new branding approach for DFP.
- XI. Executive Committee Report** – Haron said that all items were covered in previous reports.
- XII. City of Fresno Update** – Quan stated that the City of Fresno has investigated the crow concern in Downtown. The biggest concern is the environmental impact on existing species. Attorneys have looked into legal aspects. The City has agreed to pay 1/3 of a trial program to mitigate crow problem. The city will not be able to take on entire \$43,000 but suggested that they would share expenses with DFP and Fresno County. Quan stated that parking garages have also raised concerns because of incidents concerning homeless presence in garages. Security officers and the Police Department have coordinated to be present during peak hours when employees arrive and depart from work to help with parking safety. Quan said that the Bicycle unit has shown improvements of safety in parking garages.
- XIII. County of Fresno Update** –
Rousseau made arrangements for the Downtown Fresno Partnership to give a presentation on upcoming events to the county supervisors. A date will need to be selected. Cerracchio, president of DFP will be allotted five minutes to present the information to the body.

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Rousseau said that homelessness programs were approved in partnership with the City and are still ongoing. The Rowell building improvements will be done by the spring of 2020 with primary tenant being the district attorney. The jail is expected to be completed by the fall of 2020.

XIV. Adjournment – The meeting was adjourned at 9:37 am