

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

December 14, 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, Mario Gutierrez, Jamin Brazil, Jessica Roush, Marlene Murphy

Absent: Ashley Webster, Rich Caglia, Bob Gurfield, Paul Nerland, Edward D. Fanucchi,

Staff: Jimmy Cerracchio, Lara Agulian, Gloria Valdovinos

Public: Lupe Perez, Kelli Furtado, Toni Tinoco, Chris Montelongo, Chris Johnson, Thilani Grubel, Elliot Balch, Jordan Sanchez, Bruce Owdom

I. Call to Order/Establish Quorum

Cerracchio

Call to order at 8:33 a.m.

II. Public Comment

Chris Johnson, the owner of the Wesley Garage, mentioned that he is having an issue with homeless people at his garage. They are using his garage as a restroom. The public City garages have closed their restrooms due to vandalism, but they should be opened up again. He had attended the community public safety meeting that DFP put together with the Police Department and is now knowledgeable about 311 and the HART Team. He wants to get help for the homeless and find solutions. There is one man, Ruben, who is still in his garage. Johnson has been trying to get him help for two weeks. Recently an ambulance came to help him. Ruben was willing to receive the help, but because he could not bring his belongings with him, he chose not to go in the ambulance. He knows this is not DFP's job, but the DFP can be used as a funnel for services. Nerland, the County of Fresno representative, was unable to attend this meeting, but Johnson wants him to be aware of this situation.

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III. Appointment of New Officers

Since Roush will be terming out, Kliewer has agreed to take on the position of chair. Wong has agreed to take on the position of treasurer.

Anaya motioned to approve the appointment of both officers, second by Barfield, motion approved.

IV. Approval of Agenda

Cerracchio

Kliewer motioned to approve, second by Barfield, motion approved

V. Approval of October 19, 2022 Minutes

Cerracchio

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

VI. Financial Review

Cerracchio

There is no change in the balance. PayPal has a balance of \$10,000. This will change after refunds are issued for the cancelled Christmas Parade. The remainder will be transferred to the bank, while leaving about \$1,000 in there in case it is needed for payments. The United Security Bank Money Market could not be accessed online. It has since been reconciled in person. In accounts receivable, payments by DFF and the Fresno Area Hispanic Foundation will be reflected in the next report.

In budget vs actual, the event income is down. This is due to a lack of sponsorships this year and we are already making that a priority for the new year. Computer expenses are up due to needing new parts of the server. Dues and subscription costs are also up. This is due to a clerical error leading us to have to pay for two years of IDA subscription this year, for 2022 and 2023. Recruitment costs are high due to staff turnover this year. Software costs are also up under the recommendation from Mcubed to purchase spam blocking software.

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Economic enhancements are on track and used up. We are waiting on a few things to get the Fulton Street banners up and are hoping that will happen this year. Environmental enhancements are on track as well. Under payroll, there was a worker's comp audit after the 2022 budget was already set. Because of this, the costs here are higher.

Kliwer motioned to approve, second by Anaya, motion approved.

VII. 2023 Board of Directors Election Results

Cerracchio

The new board of directors have been elected and we need to ratify the election. In Zone 3, Khatchadourian was reelected along with new elects Victoria Almaraz from TW Patterson and Tyrone Williams from Housing Authority. In Zone 1, Charest and Franks were reelected along with new elect Tinico, from High Speed Rail who has joined us for this meeting. Moore and Caglia have been reelected as community members.

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

VIII. Appointment of Interim CEO

Cerracchio

Everyone should know by now that Cerracchio is leaving DFP this month. The executive committee has been meeting and discussing options for an interim. They have talked to Jordan Sanchez about taking the interim role on a temporary, part-time basis. Sanchez has been involved in DFF and the two recent grants we have applied for. Since she knows so much about the organization, they feel she is a good fit.

Kliwer motioned to approve, second by Anaya, motion approved.

IX. Appointment of Ad Hoc CEO Search Committee

Cerracchio

The search committee for the new CEO needs about five to seven volunteers from the Board. They will be responsible for reviewing applications and conducting interviews. This committee will bring a candidate forward to the board to approve for DFP CEO. The job has

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been posted and will remain up until January 9. Agulian will schedule meetings for reviews. The applications are being collected on Indeed and an email we created, which the board chair and Agulian have access to. Hopefully a candidate can be selected by February and can start by March. The first meeting will be after the applications close on January 9, 2023. We should also try to set up a drive or Dropbox to place the applications for the committee to be able to review. Applications have already been coming through. Volunteers for this committee can only be board members to keep things fair and avoid confusion. The full board makes the final decision on the new CEO, but the committee will do most of the work.

Volunteers that came forward are Kliewer, Khatchadourian, Franks, Anaya, Moore, Barfield, and Tinoco. Everyone agreed that as Tinoco is on the board beginning in January, she is able to serve on this committee.

Kliewer motioned to approve, second by Moore, motion approved.

X. Resolution of New Bank Signers

Cerracchio

All signers will be gone once Cerracchio leaves so we need new signers. There is a resolution to take to the bank that Cerracchio read aloud. Sanchez, Kliewer, and Wong will be the new signers.

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

XI. President's Report

Cerracchio

Cerracchio gave his final president's report. Cerracchio will work with Sanchez as much as he can before his last day. The DFP bookkeeper, David, has also agreed to take on a bigger role financially to help until we get a permanent CEO. Sanchez is already aware that DFP is looking for a new office space and it will be a main priority for her to finalize this.

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DFF, along with DFP, has applied for two grants. The Regional Climate grant was applied for in collaboration with Chinatown, Lowell CDC, and others in the area. We asked for \$1.5 million to fund program outreach and a grant writer. They will be announcing the recipients of this December 15. We applied for the City of Fresno Façade Grant to be a distributor of the grant. This is also a large chunk of money. The City has already begun deliberating on who will receive it.

There has been a greater homeless issue in the last few months. We had a community public safety meeting at Arte America with the Police Department. We sent out emails and hand delivered flyers to every business, but still did not have a great turnout. There were about four stakeholders there, Johnson being one of them, but we always hope for more. Steve from the HART Team at the City was there as well. Kelly has been in talks with him, reporting to HART as well as trying to find solutions. Gottschalks was recently broken into and a sprinkler broke. They have been emptying out water from being flooded. Events will be covered when Charest does her marketing report, but ArtHop is still going, even though December was slow. We are still working on getting banners done for Fulton Street. They have been ordered so we are just waiting to hear back about installation.

XII. Clean and Green

James/Cerracchio

Beautify Fresno gave an update. They surpassed the Mayor's 1 million pound challenge by Memorial Day and are at 2 million pounds now. Volunteer picked up 120,000 pounds of trash, while City staff picked up the rest. They have been focused on clean ups in areas with more concern, including the downtown area. The next clean up in downtown will be for Martin Luther King Jr Day in January 2023.

The planter program is slowly still moving along. Valdovinos has been working with the City and received some updates. Three of the seven business receiving planters are good to go, with the other four needing a few tweaks in their paperwork. Once they are finalized, they are hoping to start moving planters in January.

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The parking director, Melissa Almaguer, at the City gave an update. Parking meter screens have been fogging up when it rains. The parking department is working with the manufacturers to get this issue resolved but are having a hard time. There has been an increase in vandalism in the parking garages as the weather gets colder.

Arte America has been having their own issues when it comes to homeless activity such as having their entrances blocked. PD and Cen Cal Security are aware of the situation.

Ambassadors have been keeping with trash issues at the Californian. The residents there have been using the street can in front of the building to dump their trash rather than using the dumpster in the back. This has caused issues with the cans being full and trash being spread. Kelly is trying to work with those who manage the Californian as well as with City Codes and Compliances to see what can be done. Aside from that, there have been other damaged cans and dumpsters around downtown. Mid Valley is aware of all of them and have orders in to replace or repair them all.

At this point, Johnson asked about public restrooms and wondered why the public restrooms in the City owned parking garages have been closed. James also mentioned that as a business owner in downtown, it has been difficult that there are no public restrooms in the area. Barfield reached out to Almaguer who stated that the vandalism has left the bathrooms unusable and they need to be repaired. Kliewer noted that there has been an increase in human waste on the streets and of businesses requesting power washing. Since that is a problem, there needs to be a better solution and pressure to come up with one. Even if we start with just port a potties, that would be better than no solution at all. If there are public restrooms, who maintains and attends them overnight and on weekends? Johnson stated that it is a service that should be invested in. James mentioned that she knows Fresno is not Clovis, but Old Town Clovis does have public restrooms. Accessible restrooms are important. The Clean and Green Committee can work on the and Perez said she is happy to get this going. Barfield stated that we need to consider the cost and logistics. DFP already requested ramped up patrols, which was granted, but came with a cost.

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XIII. Marketing and Business Development

Charest

During this committee meeting, it was brought up that it is time to put out an RFP for marketing for DFP. Charest mentioned that she will take the lead on this and work with Sanchez.

JSA gave us an update. The Google ads have been performing better and are targeting the correct demographics. Kliewer mentioned here that he has been happy with the marketing. We had also discussed the negative comments that have been seen on a few of the ads. JSA wants to give us ways to handle those comments. We will regroup on this in January when going through the RFP process.

ArtHop was quite in December because of the rain that night. Most outdoor places cancelled, and it was slow. The Christmas Parade was cancelled due to weather, but it will be back next year. Fulton Street Party happened in November. There was staff turnover right before the event. Paz left about two weeks before the event. Valdovinos came in as the new Program Manager around that same time. Marissa Arreguin came in as the new Event Coordinator about two days before the event. The event itself was good, but attendance was slow as it was cold that day. JSA did run an add for Fulton Street Party using a graphic that Root made for the event. A tree lighting ceremony was held on December 9. There was pretty good turnout considering how quickly we got the event together.

Cerracchio already touched on the two grants in his President's report. Agulian mentioned that three new businesses have opened. Blood and Beauty is a piercing and jewelry shop that opened on Ventura and Broadway in Brewery District. Smokin' Woods BBQ also opened in the Brewery District. Downtown Oak is a sandwich shop that opened in Hotel Virginia on Kern.

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XIV. City of Fresno

Barfield

Barfield mentioned that trees are being planted in all the vacant tree wells. There are a total of 97. Perez will get us a map of where the trees are going. Also planned are tree trimmings and the patching up of concrete. The City should be close to choosing a façade grant recipient. Barfield also is very appreciative of the work that Beautify Fresno has done.

XV. County of Fresno

Nerland

No county representative was able to be present.

XVI. Comments

Perez mentioned that she met with Cerracchio this week for a downtown update. She is available to the team at anytime to help in anyway. The team is very thankful for that.

Cerracchio's going away party will be on Tuesday, December 20, at Tioga at 6:00pm. All here are welcome to join. Expressions of thanks were made to Cerracchio for all his work at DFP.

Adjourn – 9:30 am