

# DOWNTOWN FRESNO PARTNERSHIP

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## Board of Directors

December 15, 2021

845 Fulton Ave

8:30 A.M. – 10:00 A.M.

Fresno, CA 93721

## MINUTES

**Present:** Jessica Roush, Hilary Haron, Jayni Wong, Phil Kliewer, Marlene Murphy, Scott Anderson, Chanelle Charest, Conrad Moore Jr, Mario Gutierrez, Jackie Anaya, Bahvneet Gill, Derek Franks, Ashley Webster

**Absent:** Ashley Webster, Edward D. Fanucchi, Sevak Khatchadourian, Tommy Esqueda, Cassey James, Rich Caglia

**Staff:** Jimmy Cerracchio, Lara Agulian, Jazzmine Moore

**Public:** Thilani Grubel, Veronica Stumpf, Dan Zack, Laura Rios, Lupe Perez, Yahaira Figueroa, Chief Paco Balderrama, Deputy Chief Burke Farrah, Ron Alexander, Nora Monaco

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### I. Call to Order/Establish Quorum

Cerracchio

Call to order at 8:35 a.m.

### II. Public Comment

None

### III. Police Chief Balderrama – Public Safety Update

Chief Balderrama spoke about improvements in the number of crimes in Fresno this year versus the last. Crime is down, but more will be done. Cadet patrols are seven days a week from 4:00pm – 8:00am.

In 2022 he wants to advocate for victims. He wants to grow the agency and is focusing on retention of officers. They are drawing up better contracts for officers. The public safety plan includes Downtown, Chinatown, and Tower District. They are trying to hire to re-staff the downtown unit and would like to expand it. He plans to bring in more technology like cameras and shotspotter. He also wants to bring more community police in these areas who more personally know the community will make for faster responses to calls. Information sharing was a big point and he wants to be more in touch with DFP and the public, along with people sharing more info with the police. He wants to create a sense of no tolerance in Downtown.

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Deputy Chief Farrah spoke on recruiting more people for the job and the kinds of people they are looking for, not just tough, but critical thinkers. Charest asked where to send people if we believe they are a good fit for the police. The recruiting phone number is 559-621-2331.

#### IV. Approval of Agenda

Kliwer motioned to approve, second by Anaya, motion approved

#### V. Approval of 10-27-21 Minutes

Kliwer motioned to approve, second by Gutierrez, motion approved

#### VI. Financial report

**Cerracchio**

Assets had no real changes, just events. The total accounts payable went up due to paying bills. The PBID renewal is over budget. Civitas is on hold until the petition drive is finished. Budget vs. Actuals will change due to more event income and vendor fees that will come in from the Fulton Street Party and the Christmas Parade. In expenses, the computer expenses were high caused by upgrade in cloud storage and a need for some equipment. Office supply also high, but will budget more for that going forward. Marketing cost was high, but used some unused budget from 2020 so that comes out on track. The payroll burden was over budget as employees left and their vacation had to be paid out. Scott wants to add an unused vacation time line separate to show the differences of that.

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

#### VII. 2022 Board of Directors Election Results

**Cerracchio**

There is a new County Administrator, Paul Nerland, who started Dec. 6<sup>th</sup>. Today the board will vote to ratify the newly elected. Zone 2 had three seats open and all three were reelected, Ashley Webster, Cassey James, and Jayni Wong. Zone 1 had two seats. Eddie Fanucchi was re-elected and Jamin Brazil was elected. Hilary Haron has termed out. Kliwer motioned to approve, second by Moore, motion approved.

#### VIII. PBID Renewal Update

**Cerracchio**

A meeting is to be set with Mayor Dyer, Councilman Arias, and large stakeholders to get them on board. Need to find out who can sign off on PG&E's renewal.

#### IX. President's Report

**Cerracchio**

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Street lights are starting to be repaired, but brewery district is still behind. Temporary cobra head lights will be put in place until other lights are repaired and the police can increase patrolling.

A lot of copper wire thefts recently in the area. New cadet patrols started last week and has already made a difference for the better. There have been some fires in the area and more burglaries. CIS is now patrolling 24 hour a day in the parking garages.

In regards to trash compactors, still working on convincing L Street businesses to use one. DFP worked with Nora Monaco to explore one in the Brewery District.

In staffing news, Lara Agulian is new business development coordinator. Jackie Shabazz had her last day as Ambassador. Interviews have begun to replace Ambassadors.

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

**Cerracchio**

FresGo app has had many issues lately, but the Apple app is supposed to be fixed now.

There has been more trash in the area due to events. There has also been more reports of dumpsters being broken into and trash being spread out. Getting code enforcement involved to report the businesses and properties who have dumpsters that are not being locked.

Beautify Fresno got money for muralists at Fulton Street Party. There will be a clean up day downtown on January 17, 2022. Alley cleaning was supposed to start, but city has issued an RFP.

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

**Charest**

JSA has data on how the marketing is performing, which is available to the committee. 2022 plan suggested to push branded areas withing downtown (Brewery District, Civic Center, etc.). Suggested to add QR codes to print media, which can more easily be updated, as well as printed material. The goal is to get people to go to places they don't normally and also help people navigate downtown.

Art Hop is going smoothly and is lively and consistent. Christmas Parade was well received, but Cerracchio said the numbers were not the same as in the past, probably due to Covid.

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Cerracchio spoke on Create Here and Stay Here Programs. Stay Here had its first committee meeting 12/14/21 to set the outline and develop the concept. Young spoke on how it will be a more grassroots and interactive with the businesses. Create Here has its first meeting later today. They want to launch this week. ABC 30 is doing a story on it 12/16/21.

### **XII. City of Fresno**

**Zack/Perez**

Three new construction projects are set for early 2022: Kashian uptown project and Reza Assemi's at Van Ness and Amador with their permits in and The Park housing project on Fulton and Inyo. Zack announced that he has resigned and his last day will be 1/4/21.

Perez spoke on 4.5 mill in funding given to the city that can be used for small businesses. She also mentioned doing a job fair in downtown. The city also received a grant to help micro businesses, 9 employees or less, and is working with Bitwise on this. City can also help with the marketing data as they have data to share.

### **XIII. County of Fresno**

**Rousseau**

Skipped due to representative being absent.

Adjourn – 9:35 am