

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

Wednesday, December 18, 2019
8:30 A.M. – 10:00 A.M.

Los Ponchos Mexican Restaurant
1000 Fulton Street

MINUTES

Present: Hilary Haron, Jessica Roush, Jean Rousseau, Nathan Ahle, Ken Ramos, Ana Lilia De Alba, Cassey James, Dennis Woods, Bob Gurfield, Scott Anderson, Jayni Wong, Ashley Webster

Absent:; Jake Soberal; Kyle Kirkland, Marlene Murphy, Wilma Quan, Eddie Fanucchi

Staff: Jimmy Cerracchio, Daniel Griffith, Erin Paz, Tatevik Hovannisyan

Public: Lupe Perez

- I. **Call to Order/Establish Quorum** - The meeting was called to order at 8:31 am. Haron introduced Jayni Wong who was added to the board by appointment at the October 2019 meeting.
- II. **Public Comment** – No members of the public commented.
- III. **Approval of Agenda** – **On a motion by Anderson, seconded by Woods, the Agenda was approved.**
- IV. **Approval of 10/23/19 Minutes** – On a motion by Anderson, seconded by Roush, the minutes were approved
- V. **Approval of Financial Report** – Ramos said it was a good year even though we were short on received assessments. He said we will have 150k of expenses until next assessment check. DFP has about \$150,000 in the bank that can be used towards a special project. He suggested putting a portion toward PBID renewal and the rest on a big statement proect. Lupe Perez mentioned that an additional \$51,000 has been collected through assessments and the city is processing a third payment to DFP for 2019. Ramos says this will put us on budget for assessments received. Anderson asked what the penalty for not paying the PBID tax is? Lupe said there is a delinquent penalty fee, and Rousseau mentioned that a lien is put against the property after 5 years. Cerracchio said that delinquent notices sent by DFP state that non-payment can result in fines and a lien on their property. Ramos mentioned that events were a little bit in the red because of need for stepped up security due to recent violence at other events in California. Cerracchio mentioned that the Grizzlies and Tioga Sequoia still owe us money from events and we will receive that soon. Roush asked if we will be getting comped stuff from Grizzlies, Cerracchio said yes. With those checks, we will break even on events. **On a motion by Anderson, seconded by Woods, the Financial Report was approved.**

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

Wednesday, December 18, 2019
8:30 A.M. – 10:00 A.M.

Los Ponchos Mexican Restaurant
1000 Fulton Street

MINUTES

VI. Board Election – Cerracchio outlined the results of the 2020 Board Election, stating that the winners are:

Zone 3 – Bob Gurfield, Jessica Roush, and Sevak Khatchadourian.

Zone 2 – Richard Caglia

Zone 1 – Derek Franks and Channelle Charest

Haron mentioned that all have been notified and accepted the positions. Haron also mentioned that she would like to keep the remaining Executive Committee as is, with the addition of Charest to the chair of Marketing Committee and a new Treasurer. **On a motion by Ramos, seconded by Ahle, the slate of new directors was approved**

VII. President's Report – Cerracchio mentioned that we are working with SCCCD on an over the edge event possibly on same date as Fulton St. party. This will be a fundraiser for SCCCD Foundation to celebrate their 100th anniversary. There has been more staff changes as Omar Lopez left, new hires for office his position and ambassadors. We are working with JSA on outlining marketing initiatives for 2020 and have started with rebranding of DFP with a new logo, brand standards, etc. The goal is to unveil in January at a special Marketing Committee meeting. New banners and collateral materials will proceed as soon as the rebrand is complete. Cerracchio stated that the employee handbook update will be ready for New Year. Cerracchio discusses website stats being very positive with substantial growth from last year, google ad grants performing well, 5,000 more dining guides printed for distribution and new dining maps and locations will be installed soon. Need to follow up on moving our kiosk from Mariposa to Van Ness. Media outreach has been positive with the press conference for the parklet program with the City and the Christmas Parade. The parklets will be assisted with a grant from Downtown Fresno Foundation, with the recipients being Modernist and Fulton St. Coffee. Christmas parade went well, forecasted rain hurt attendance but all things considered it was a success with 75 units. Still reaching out to potential new retail tenants. Create Here businesses opening up soon with Modernist and MAS Fresno slated to open in next few weeks. We've had our first few PRO Neighborhoods grant meetings. Grant proposal is submitted, we are aiming to get \$25,000 for next year. We are outlining the DFP event calendar for 2020 with our major events + arthrop pop ups. We've had meetings with Councilman Arias about easing the event permitting process and enforcement of the lockable dumpster ordinance. City notices have increased locking dumpster rate. All but one fountain is operational, and DFP is working with businesses to possibly create an adopt-a-planter program for the City's concrete planters. Nathan Ahle thanked Jimmy for doing a tour with leadership Fresno. Cerracchio mentioned that the economic summit went well, many important people got to see Downtown Fresno. Cerracchio presented the gifts to the outgoing board members Dennis Woods and Ken Ramos.

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

Wednesday, December 18, 2019
8:30 A.M. – 10:00 A.M.

Los Ponchos Mexican Restaurant
1000 Fulton Street

MINUTES

- VIII. Clean & Green Committee Report** – James spoke about increase in locking dumpsters, the notices the city has been sending out have been effective. Talked about Mark Standriff joining Clean & green Committee meeting, he is spearheading Keep Fresno Beautiful. Lots of upcoming projects . City has received 400k in grants, will be forming a non-profit. Mentioned the “adopt a planter” idea. Cassey wanted to talk to the city about it more. Asked if it would be possible to remove dead plants now. Crime is down, only one rash of car burglaries hurt numbers this year. Perps have since been dealt with, overall numbers for the year are good. Parking app is out and being used. City will report on performance in coming months. Smart meters are still on the way.
- IX. Marketing & Business Development Committee Report** – Hillary announced that Channelle will be the chair of the marketing committee. Cerracchio mentioned brand refresh again. hiring ambassadors. Perez asked for new committee meeting schedule. Jimmy said that they are in each packet at today’s meeting and he would send it out. Hilary mentioned that there will be several deliverables coming in 2020.
- X. Executive Committee Report** –Haron mentioned SCCCD payment and refresh of branding. Lupe asked what the plan with the banners are. Jimmy discussed the need to replace old banners and that they will be replaced after the rebrand. Haron talked about planning an upcoming board mixer for late January and asked that everyone attend.
- XI. City of Fresno Update** – Lupe Perez gave the report. She met with Kaiser Permanente who is rolling out program to help local economy. Cohort of small businesses aimed at helping with growth. They have money to donate to non-profits, will share info with Jimmy. Program rollout looks like feb or march 2020. Program is successful in other states and cities. Lupe spoke about changes to enter city hall. The only public entrance will now be the ground floor, and everyone will have to go through a security check.

County of Fresno Update – Rousseau said the recorder building is behind schedule, will be finished summer of next year at best. Will change visitation at Hall of Records. EOC having a change of leadership, DFP may want to reach out to new CEO once he starts. Rowell building moving slower than anticipated, tenant improvements in progress, looking at May-June. Lots of movement happening with staff. Three county supervisors will be running unopposed. Jail will be completed fall of 2021. Public Defender moving out of Dell Webb. Courts recently passed \$75 per employee to pay for parking, county will do something similar. The county hosted a homelessness forum in Clovis last week, and has discussed with DFP about doing one in downtown. They are looking to raise additional money to deal with homelessness. Rousseau mentioned the Supreme Court decision that cities can not remove homeless from public space without housing options. This means that they can legally sleep on sidewalks and parks. Before adjourning, Haron mentions implementing text reminders for

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

Wednesday, December 18, 2019
8:30 A.M. – 10:00 A.M.

Los Ponchos Mexican Restaurant
1000 Fulton Street

MINUTES

board meetings to increase attendance at board meetings. Lupe mentioned that city is doing environmental assessments of industrial areas near downtown, will be hosting community meetings. Would like to get input from downtown stakeholders. The City wants Jimmy to do a presentation to City Council on DFP activities , maybe in February.

XII. Adjournment – The meeting was adjourned at 9:22 am