

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

February 15, 2023

845 Fulton Ave

8:30 A.M. – 10:00 A.M.

Fresno, CA 93721

MINUTES

Present: Jackie Anaya, Jayni Wong, Conrad Moore Jr, Scott Anderson, Channelle Charest, Derek Franks, Sevak Khatchadourian, Phil Kliwer, Mario Gutierrez, Jamin Brazil, Marlene Murphy, Toni Tinoco, Edward D. Fanucchi, Rich Caglia, Tyrone Williams,

Absent: Ashley Webster, Paul Nerland, Gregory Barfield,

Staff: Jordan Sanchez, Lara Agulian, Gloria Valdovinos, Marissa Arreguin, Brian Kelly

Public: Lupe Perez, Chris Montelongo, Chris Johnson, Elliot Balch, AH, Nora Monaco, Will Dyck, Leslie Townsend, Christine Miktarian

I. Call to Order/Establish Quorum	Kliwer
Call to order at 8:34 a.m.	
II. Public Comment	
Caglia congratulated DFP on our renewal for the next ten years. Balch mentioned that he is excited to be part of the future of downtown. Monaco welcomed Balch.	
III. Approval of Agenda	Kliwer
Anaya motioned to approve, second by Caglia, motion approved	
IV. Approval of December 14, 2022 Minutes	Kliwer
Charest motioned to approve, second by Moore, motion approved.	

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V. Introduction of New Board Members

Kliwer

Tyrone Rodrick from Fresno Housing is on the board representing zone 3. He thanks everyone and is happy to be part of this board. Toni Tinoco from High Speed Rail is on the board representing zone 1 and she is excited to get started, especially as High Speed Rail already does a lot in downtown.

Victoria Almaraz was voted onto the board, but as she is no longer with TW Patterson, she is not able to fill that seat. Cassey James is also no longer on the board as she closed her downtown business, Root General. We are sad to see that business go, and they will be missed.

VI. New Head of Clean and Green Committee

Sanchez

James was the head of the Clean and Green Committee. With her departure, we do need a replacement. They would be part of our Executive Committee and have a little more responsibility staying on top of security and green efforts. We are asking for a volunteer to take the position. Anderson asked for more information, which we will mail out to the board.

Sanchez gave an update here on some exciting clean and green updates. She has been working with the City of Fresno to have 16 new ambassadors as part of a City apprentice program. She is having weekly meetings with them now and working through liabilities and contracts. Sanchez is also working with the City to get used bikes and a truck either donated or sold to us at a discounted price. Insurance and other additional costs will come with having a truck, but it is worth it to help the ambassadors service downtown. Kliwer mentioned that he is excited to be working with the City on these things.

Balch mentioned that he would like to individually reach out to each board member to discuss their role on the board and the assets they bring.

Caglia has the goal of bringing more trash compactors to the businesses downtown. This process does not have to go through the City and he is happy to help. He has already spoken to Monaco about it.

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VII. Selection of New CEO

Sanchez

A closed discussion was held in regards to the new CEO and his salary. The board approved of Elliot Balch and the increase in CEO salary.

Caglia motioned to approve, second by Brazil, motion approved.

VIII. Staff Salary

Sanchez

A closed discussion was held in regard to staff salary increases. The goal is to get the staff what is considered a livable wage in Fresno, CA using funding through grants.

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

Now that it is approved, Sanchez will talk with each staff individually to discuss the changes with them.

IX. Marketing Expenses

Sanchez

Sanchez has talked to Charest, the head of DFP's Marketing Committee, to move past the traditional way we have done marketing in the past. We want to leverage the big social media following. We will use videos to do this and keep up with new marketing practices. Meza Films has produced films for past State of Downtowns for DFP and we have met with him to make the videos for us this year as well. Along with the State of Downtown videos, they will break them down and create shorter 60 second videos that we can easily share on social media such as Instagram throughout the year.

There are no funds budgeted for State of Downtown for 2023. Arreguin has been reaching out to potential sponsors and has already brought in one sponsor for \$1,000. There is a potential for \$30,000 in sponsorships for the event. The marketing will cost \$30,888. Balch stepped in here to mention that he has spoken with Kelli Furtado and the videographer at the City of Fresno to create content to share that will appeal to State decision makers. This can

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help us get more funding from the State, which will help us get more parking and other structural updates. This funding will help offset the costs of marketing.

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

X. Selection of New Office Space

Sanchez

We hoped to have this ready by this meeting, but we will need more time. A main need from a new space is large storage for the ambassadors. Our current storage has become mostly unusable as the structure is dangerous and filled with mold. The golf cart we have is still stored in there each day. If we do get the bikes and trucks from the City, along with more ambassadors, we will need a large space to store all the items and tools necessary.

We are also looking for the new office to have a visitors' center that the public can enter. As of now, the office is next to Social Security, which leads the staff to keep the doors locked and does cause interruption so their days. We are also looking to provide public restrooms if possible and an ATM. Johnson stressed the importance of public restrooms as not having them in downtown has been a burden to property and business owners. Balch has already talked to Council Member Arias on this issue and a grant has already been offered specifically for restrooms.

There are office options such as Sun Stereo Warehouse. Sanchez has spoken with Perez about CMAC and another City owned building. These ideas just need to be flushed out before a decision can be made. We would like to stay on Fulton Street. Balch stressed the importance of that.

XI. Financial Review

Townsend

Townsend is a certified public accountant and has been working with DFP for years on yearly financial reviews. Her co-worker Ruthan Cuthbertson has been working closely with Sanchez and DFP's bookkeeper David Williams to get this done. They succeeded in their short timeline without having to reach out to Jimmy Cerracchio for information, though he made himself available to help if needed. Townsend thanked Sanchez for her diligent work.

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On the statement balance sheet, we see a new accounting requirement for office and printer leases. This is seen in the Current Liabilities line item and has minimal impact with a name change.

The income for 2022 was much higher than the previous year, going from \$720,130 to \$1,330,418. This is more than what was budgeted for. There is no way to predict the income as DFP receives money from the PBID tax. We can never know when property taxes will be delinquent. It is also important for small businesses like the DFP to reconcile their bank accounts in a timely manner. DFP has been doing this. Last year there was a “Going Concern” clause as the renewal of the PBID was not guaranteed. That has been removed. An outside consultant was paid for the renewal. This fee is spread out and will be paid throughout ten years.

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

XII. Annual Report Review

Sanchez

The PBID was renewed for ten years in 2022

20 new and different businesses opened in 2022 including Smoking Woods BBQ, Blood and Beauty, and Create Here Grant winner Plant Slayer. The Valley and Downtown Barber Shop also opened and DFP was involved in their grand openings. More leases were signed in 2022, with businesses set to open in 2023 such as another Create Here Grant winner, Bone Dry Sober Bar in Sun Stereo Warehouse. A new Marriot Hotel broke ground. The Sun Stereo Warehouse development by Reza Assemi was complete and opened. DFP had 19 property referrals.

In marketing, our social media and digital ads reach grew with more followers and views. We have an arrangement with the Central Valley Today Show (CVTS) to get downtown guests featured. In 2022, we had 36 guests appear on CVTS.

Events were fully back in 2022. We continued our partnership with Mas Fresno to activate Mariposa Plaza. We started a partnership with Dakari Cleveland, who was a class IX DTA

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student, to activate Kern Plaza, which is called Alley in the Valley. We threw an event, NoLove, with a community member, which focused on the arts and included the galleries downtown. Market on Kern was back, and we did some giveaways with vendors. We held a fundraiser for 411 Rec Room as a result of their fire. Fiestas Patrias returned and we were partnered with the City, Arte Americas, Fresno Area Hispanic Foundation, and more to make it happen. Fulton Street Party did have setback, but we are looking forward to making it an amazing event in 2023. The Christmas Parade was cancelled due to weather, but we did pivot to a Tree Lighting Ceremony, which was a family-friendly event with arts and crafts. Council Member Arias and Mayor Dyer participated. We kept up our partnership with Beautify Fresno for the downtown clean up events.

Ambassadors picked up 1,085 bags of trash. They continued to work with Mid Valley to keep all the dumpsters locked. They have also worked with the HART Team to assist property owners. Ambassador Kelly spoke to City Council about the need of a shower/restroom trailer in downtown. That service is now being provided.

We have continued to provide overnight security. With 2022 being the first full year open after Covid, more people have been downtown, and we have seen a raise in certain crimes. With private security and police patrolling around the clock, response times have been faster. The worst crimes from these statistics have been happening outside of the PBID. We have also continued our monthly security roundtables. Our next one is tomorrow, February 16.

We updated the light pole banners along Fulton. Some lights were out around Mariposa Plaza and we worked with the City to get those fixed.

The Downtown Fresno Foundation helped fund the Christmas Tree in Mariposa Plaza again for the 3rd year. Downtown Academy Class IX graduated and class X began. 8 private scholarships have been awarded to class X students. The Stay Here Grant was awarded to 11 businesses and focused on Covid recovery for current businesses. The Create Here Grant was awarded to three recipients.

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XIII. President's Report

Sanchez

The Fresno Area Hispanic Foundation was chosen as the grant administrator for the Façade Grant by the City. Sanchez spoke in support of FAHF at City Council and has already been in talks with them. With this grant, businesses can get from \$25,000-50,000 to improve facades. We have a proposal submitted to be a sub administrator. With this, we are focusing on businesses along Fulton from Tulare to Inyo to help connect that part of Fulton to the Brewery District. We would get \$325,000 with \$15,000 in administrative costs, leaving 1 million dollars for the rest of the community. Sanchez has already begun talks with The Fresno State Interior Design Department to help with merchandizing and Christmas designs. We will also help spread the word about the grant to all businesses downtown as any business will be able to apply on their own.

The Planter Program is still in the works. All the recipients have turned in their insurance forms to the City, but some still did not meet the insurance requirements. The Risk Department at the City is supposed to be contacting each business individually, but Public Works is working to streamline the process. Valdovinos is in communication with the City for updates often.

We have started holding Spanish Merchant Meetings with Valdovinos taking on this task. The Fresno Area Hispanic Foundation gave us a \$22,000 grant to fund these. We just want to make sure they are getting all the relevant information pertaining to merchants.

A sponsorship packet has been made, which includes three of our upcoming events, State of Downtown, Fulton Street Party, and the Christmas Parade. Sanchez asked that the board be more active in this regard. Balch will hit the ground running to bring in sponsorships. We know that our board is well connected and are just hoping that they will be able to set up those connections with Balch.

We have been working with a contracted HR company. The DFP handbook needs to be updated and we need to stay up to date on labor compliances. Sanchez also worked with this company to prepare Balch's onboarding.

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In events, we are continuing to support the businesses doing popups with an art emphasis. State of Downtown will be on April 21st at Warnors Theater. Warnors has donated their space, which helps us with the cost. Balch will talk about his vision. The staff has also been working to bringing more engagement along Fulton for this event. The idea will be to leave the event with a loteria card filled with different businesses and leasable spaces. The card will be stamped as the public visit those spaces with it all coming to head in the Brewery District.

Fulton Street Party will follow a similar theme of getting the public inside downtown businesses. We will work with businesses to activate their space with entertainment and having it on a hot night to get people inside. We have already spoken with Warnors and Tioga for their involvement. We will have low riders participate and are working on a big headliner musical act.

Fiestas Patrias will happen again this year in September. The same partners have come together including The City, Arte Americas, Los Panchos, and the Fresno Area Hispanic Foundation. DFP is exploring the way in which we participate. The Market on Kern will also be back in May. Arreguin is going to a farmer's market conference to learn more. The Christmas Parade has been set for December 2nd.

There have been a few new businesses open since our last meeting. Laura's Ceremonias is open on Fulton Street. Beautifully Jaded is open at Fulton and Calaveras. Patty's Backdrops is still along Fulton but has moved to a bigger space at 1048 Fulton. Salty Bitch Bakery has been slowly opening next to Libelula. They will have their official grand opening on February 25. Bone Dry Sober Bar had a soft open on February 11 and will have their grand opening next month.

Sanchez has met with Perez and Murphy at the City to discuss parking. There may be the possibility of DFP buying bulk parking permits and allocating parking for business tenants. Gutierrez mentioned that he has also spoken to Perez about parking concerns that his 15-20 tenants face daily. It makes leasing his remaining spaces harder. Having some solution to the parking struggles would help fill empty buildings. Kliewer mentioned that Balch had spoken about this in his interview for CEO and it will help the patrons. Kliewer knows that the City

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relies on the funding from the parking downtown, but the prices and meters do deter patrons. There would be pros to having some free parking, such as “free after three.”

Sanchez thanked the past board members who have termed out, Jessica Roush and Bob Gurfield. We do have plaques for them to show our appreciation. She believes that the transition from her to Balch will be smooth as she will keep him in the loop with DFP updates.

XIV. City of Fresno

Perez

Perez mentioned that Sanchez had touched on most of the City updates in regard to DFP. The parking program is a good opportunity to help downtown workers park in garages. The City is committed to making garages cleaner and safer.

Tomorrow, Thursday, February 16, the funeral service for the Selma Police Officer will be held at Selland Arena. The streets will be closed and might affect peoples’ commute to and from downtown. Be mindful and patient.

Perez asked if anyone at the meeting had any building updates they would share. Miktarian from State Center Community College shared that they are working to make the “G” on top of their building more presentable and are looking for a contractor. They are also looking to add a mural on the south side of the building. Williams from the Fresno Housing Authority shared that they are relandscaping around the building and parking lot. They have it all planted and added sprinklers. Sanchez mentioned that as a downtown resident, she noticed the changes and it has been a positive impact. Khatchadourian spoke about the Helm Building. A lot of work has been put into renovating the ground floor, having to match the plaster and the craftsmanship. It took time, but a groundbreaking for retail shops with a press conference could be in a few weeks. There have been three leases signed out of seven spaces. Kliewer mentioned here that we should meet in person going forward as it helps collaboration.

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XV. County of Fresno

No county representative was able to be present.

Adjourn – 9:51 am