

# DOWNTOWN FRESNO PARTNERSHIP

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## Board of Directors

February 16, 2022

845 Fulton Ave

8:30 A.M. – 10:00 A.M.

Fresno, CA 93721

## MINUTES

**Present:** Jessica Roush, Cassey James, Mario Gutierrez, Jamin Brazil, Jackie Anaya, Gregory Barfield, Ashley Webster, Conrad Moore Jr, Sevak Khatchadourian, Phil Kliewer, Marlene Murphy, Scott Anderson, Bahvneet Gill, Edward D. Fanucchi, Derek Franks

**Absent:** Rich Caglia, Bob Gurfield, Channelle Charest, Jayni Wong, Paul Nerland

**Staff:** Jimmy Cerracchio, Lara Agulian, Jazzmine Young, Erin Paz, Eileen Arenas, Gloria Valdovinos

**Public:** Thilani Grubel, Veronica Stumpf, Hilary Haron, Leslie Townsend, Councilman Miguel Arias, Mayor Jerry Dyer, Sarah Boren, Greg Reinke, Toni Tinoco, Eric Patterson, 2 more

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### I. Call to Order/Establish Quorum

Cerracchio

Call to order at 8:33 a.m.

### II. Public Comment

Mayor Dyer speaks on fixed lights and clean-up in partnership with DFP. There is now also an extra \$300,000 and a plan for downtown beautification from the city. PD has begun overnight patrols of downtown from 7pm to 7am, 7 days a week and we have already seen a decline in theft and vandalism. Marriot Hotel groundbreaking in downtown is the first new hotel development in decades.

Councilman Arias speaks on the city having full support of the PBID and of addressing the homeless, parking, and housing situations downtown.

### III. Introduction of New Board Members

Cerracchio

The re-elected board members are Ashley Webster, Cassey James, Jayni Wong, and Edward D. Fanucchi. The new member is Jamin Brazil who was elected into the seat Hilary Haron termed out of. The new county administrator will begin his role in the board in April, but his representative, Greg Reinke, attended this meeting. Assistant City Manager, Greg Barfield has joined us in the City Managers seat.

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

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#### IV. Approval of Agenda

James Motioned to approve, second by Kliewer, motion approved.

#### V. Approval of December 15, 2021 Minutes

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

#### VI. Nomination of New Officers

This is being held off until April 2022.

#### VII. Financial Review

**Townsend**

Leslie Townsend went over the financial report for 2021. Income for 2021 was higher than that of 2020. There were more events in 2021 than 2020, due to less Covid-19 restrictions, so there was more opportunity for income. The DFP increased private security in downtown. The PBID renewal is over budget due to delays from the city manager's office. There is a "Going Concern" clause in the review stating that if the PBID does not get renewed, the DFP will not have the ability to continue due to losing its primary source of revenue. This draft of the financial review was completed on February 11, 2022.

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

#### VIII. Annual Report

**Cerracchio**

New businesses have opened such as Dab Tacos, along with businesses who won the 2020 Create Here Grant such as Fig and Honey. New developments were also started in 2021, such as Sun Stereo Warehouse in the Brewery District which will open soon in 2022. Housing was also in the works in 2021 in the permitting stages with at least two developments breaking ground in 2022. The DFP has given 22 property referrals in 2021 along with resources for small businesses. The DFP B2B campaign with JSA was successful. Facebook has changed the reporting from impressions to reach so it looks different this year, but social media and digital ads reach has grown. Ad traffic was higher in 2021 than both 2019 and 2020. DFP still receives the Google Ad Grant. DFP also has a standing arrangement with Central Valley Today Show and had 24 stories with different guests featured in 2021.

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Events began again in 2021 starting with the Market on Kern and ArtHop in May. Market on Kern was a little slow through the season as there were not many employees downtown due to Covid. ArtHop was huge so we partnered with Root General to block off the streets around Warnors and curate vendors. This was done to create a safer more distanced event. DFP partnered with Mas Fresno as well to activate Mariposa Plaza for ArtHop and it gave the event a better flow through Fulton Street. Five downtown cleanup events, with Beautify Fresno, were directly planned with the DFP, but the DFP Ambassadors were involved in all ten cleanup events downtown in 2021. Fulton Street Party and the Christmas Parade brought in a good crowd, but we did see some vendor dropouts at the last minute. This year the Christmas Parade ended with the Tree Lighting at Mariposa Plaza with Councilman Arias. DFP also held a Roller Skate Party for the first time with about 100 people in attendance. We want to do more family friendly events like this going forward.

Ambassadors excelled at reporting, hospitality, and clean up, picking up 2,000 more pounds of trash than 2020. They worked with Mid Valley to make sure dumpsters are fixed and locked. Graffiti was down in 2021. New solar parking meters have replaced the old ones throughout downtown. The DFP worked with Councilman Arias to get new lights for the Brewery District and the Cultural Arts District. DFP has worked to bring in more private security and that became 24 hours a day. DFP also worked with the Mayor and PD to bring more cadets and a micro unit to downtown. DFP working to bring in more police presence downtown is still ongoing. The worst crime in downtown in 2021 was outside of the PBID and mostly homeless incidents.

The DFP helped Southwest Airlines host a private event in downtown.

The Downtown Fresno Foundation has raised money from JP Morgan Chase, grants, individual donations, and more. The Downtown Fresno Academy had their 8<sup>th</sup> class graduate in 2021. The 9<sup>th</sup> class started later in the year and, for the first time, scholarships were rewarded to students using funds from individual and business donations.

### IX. President's Report

**Cerracchio**

Renewal is the main focus for the DFP at this time. Our petition drive is at 32%, but we need it to be 50% plus 1. We are trying to hit this percentage by the end of February. We have been meeting with property owners on this subject. We are working with the City to create new baseline services agreement and having property owners, like Hilary Haron and

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Michelle Tutelian, review them as well. We are asking the board to reach out to their contacts in the PBID and talk to them about signing the petition.

There is an arsonist on the loose downtown. There has not been any permanent damage done and the investigation is ongoing. There has also been an increase in car break-ins. We are still working on getting trash compactors, working with Nora Monaco for one in the Brewery District and the Kashian Company for one on L Street. New businesses have opened recently such as The Rose and BreakBox Collective. A new cocktail bar will open in Sun Stereo Warehouse once the construction on that is complete. Huang Lan is a new restaurant set to open just waiting on permits.

#### X. City of Fresno

#### Barfield

Downtown has a presence now to the council and city manager's office with Barfield on the board. Barfield says he looks forward to being on the board and cares for downtown. He wants to get the baseline services through.

#### XI. County of Fresno

#### Reinke

Greg Reinke sat in for Paul Nerland this meeting. Jimmy asked if there were any updates on the completion of the jail. Reinke stated it should be done by April or May once they work out some fire marshal issues.

Before the meeting adjourned, Khatchadourian asked if we had stats on Downtown populations. Jazzmine Young did have them for 2021. There were about 33,000 daytime workers and about 10,000 daytime residents for a total of about 43,000. Khatchadourian also asked for any updates on the Mariposa Plaza construction. As of now, construction is set to start in 2023.

**Adjourn** – 9:33 am