

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

February, 17, 2021
8:30 A.M. – 10:00 A.M.

845 N. Fulton Ave
Fresno, CA 93721

MINUTES

Present: Ashley Webster, Bhavneet Gill, Bob Gurfield, Channelle Charest, Conrad Moore, Derek Franks, Hilary Haron, Jessica Roush, Richard Caglia, Scott Anderson, Jackie Anaya, Mario Guitierrez, Phil Kliewer

Absent: Cassey James, Eddie Fanucchi, Jayni Wong, Jean Rousseau, Marlene Murphy, Sevak Katch, Tommy Equeda

Staff: Jimmy Cerracchio, Daniel Griffith, Courtney Ramirez

Public: Mayor Jerry Dyer, Dan Zack, Lupe Perez, Yahaira Figueroa, Laura Rios, Veronica Stumpf, Will Dyck, Councilman Maxwell, Tracy Kashian, Laura Garcia, Nora Monaco, Lesli Townsend

I. Call to Order/Establish Quorum - Motion made by Anderson, seconded by Gill

II. Public Comment

Yahaira Figueroa introduced Laura Rios, of the City of Fresno Economic Development team, Rios will be focused on the Blackstone corridor, but will also support

III. Mayor's Statement

Dyer

Mayor Dyer shared his administration's vision for One Fresno and the downtown fresno specific areas. The changes include a concierge type approach to city services and a culture of listening. Dan Zack will be the focused city employee for Downtown development, and the goal is to create 10,000 new residents downtown. Entertainment plans include the sale of the Convention Center, which has received several potential offers, and re-opening of the Grizzly stadium. The Beautify Fresno program was started this year with a kick off event in Downtown, and will continue with other pop up events throughout the city. The homelessness issues are being tackled with Project Offramp, which has positive impact so far. Gurfield asked about the potential for public restrooms in downtown. Dyer noted that if it is a need, they will look into it but want to ensure that it wouldn't be a potential nuisance for property owners and business owners.

Webster noted that there are many homeless individuals that do not want help, and inquired how the Project Offramp would address these problems. Dyer said that the program is using

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

February, 17, 2021
8:30 A.M. – 10:00 A.M.

845 N. Fulton Ave
Fresno, CA 93721

MINUTES

mental health professionals as a first contact and other outreach workers, which may be more effective than police.

IV. Approval of Agenda (*action*) Haron

Anderson accepted, Gurfield seconded, action passed.

V. Appointments to Vacant Board Seats for Zone 1 & Zone 3 (*action*) Haron

Haron introduced Mario Guterrez for Zone 1 and Phil Kliewer for Zone 3.

Anderson accepted, Gurfield seconded, action passed.

VI. Introduction of New Board Members Haron

Haron welcomed Jackie Anaya, Kliewer and Guterrez and thanked them for serving on the board for the love of downtown.

VII. Nomination of New Officers (*action*) Haron

The new officers this year will be Jessica Roush as president, Hilary Haron as VP, Jackie Anaya as Secretary and Bhavneet Gill as Treasurer.

Anderson accepted, Gurfield seconded, action passed.

VIII. Approval of 12/16/20 Minutes (*action*) Haron

Anderson accepted, Gurfield seconded, action passed.

IX. Financial Review (*action*) Gill

Lesli Townsend introduced the year end reporting for the DFP, and directed everyone to the footnotes that detailed new accounting standards that were addressed in these reports.

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

February, 17, 2021
8:30 A.M. – 10:00 A.M.

845 N. Fulton Ave
Fresno, CA 93721

MINUTES

The income statement compares the 2019 and 2020 budget, and the 2020 budget to actual net income. The DFP received \$22,000 more in revenue than budgeted, however, only received 17,000 vs 40,0000 in grants. The biggest impact was, of course, the Covid-19 pandemic, and the budget was prepared prior to covid. As a non-profit, the DFP doesn't have a lot of nested income, and there was major impact from the events being canceled.

The current PBID expires on January 21, 2023 – bids were receiving to complete the PBID application and we entered a contract with CIVITAS. Their fee is noted as partially paid on this year's statement, and then will be paid on next year's statement and will be amortized over the length of the pbid renewal.

Cerrachio will be working on establishing a second bank account, as advised, and will be transferring some out of Wells Fargo to minimize risk.

Motion to approve by Anderson, Gurfield seconded, motion passed.

X. City of Fresno Transportation Plans Maxwell

Councilmember Maxwell presented information on the Zero Fare Clean Air act. Though not directly aimed at the businesses of DT, it will have some serious implications for DT businesses. The bill is co-sponsored by Esparza and Soria.

XI. Annual Report Cerracchio

Cerrachio presented and summarized the annual report, which is available on the DFP website. There were several business openings, despite the challenges, and the DFP provided assistance to opening and staying in downtown. We sent eblasts to businesses, tracked new programs and delivered PPE to our business owners. We worked with tracking new emergency grants and disaster loan programs, and paired businesses with other local partners for support. We altered the website to focus on who is open for delivery and take out to meet community needs. The Restart Downtown Grant program helped 31 businesses with financial assistance, and the Create Here program took place with Fig and Honey Lavish Grazing as the grand prize winner.

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

February, 17, 2021
8:30 A.M. – 10:00 A.M.

845 N. Fulton Ave
Fresno, CA 93721

MINUTES

Danny Griffith worked with the City's parklet program to help secure grants for several businesses to start their own parklets. The grants totaled 125,000 total, and the spaces can be used easily post-pandemic.

The marketing initiatives with JSA were started included branding items, new street pole banners and other assets. We worked with the CVCF for the Mask Up Central Valley promotion, and other organizations for mutual promotions. Though there were no events to promote on social media, we encourage engagement with business listings, specials, usage of FB/IG stories, a photo contest and a few virtual events.

The majority of the website traffic comes from Fresno, CA – but it is starting to come in from other non CA states. VA, IL, OR, TX, AZ are the top. There are upcoming B2B campaigns with JSA that will target out of state investors, followed by a B2C campaign when things open.

Finally, the DFP is working to reduce administrative costs, server costs, etc, as we head into this new year.

XII. Fresno Grizzlies Update

Franks

Franks explained the current management structure with the MLB and MiLB and how it affected the Fresno Grizzlies and their affiliation. The tentative home schedule will be released, and it starts on May 4th with the season ending Sept 19th

They will be holding a virtual press conference next Wednesday with Mayor Dyer and the Colorado Rockies, the new single A affiliate. The management is excited about moving forward.

XIII. President's Report

Cerracchio

Only additional update is Full Circle Brewery will be moving to the old Zack's Brewery location, and it will be announced shortly.

XIV. City of Fresno Update

Esqueda

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

February, 17, 2021
8:30 A.M. – 10:00 A.M.

845 N. Fulton Ave
Fresno, CA 93721

MINUTES

Esqueda was not present, but Dan Zack spoke. He is excited to be back, excited to get development cranking, and working with the potential, The city will be offering training seminar, to aspire others to develop property, and want an idea about how to develop.

XV. County of Fresno Update

Rousseau

Passed.

XVI. Adjournment

Meeting was adjourned at 10:14 am.