

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

April 19, 2023
12:00 P.M. – 1:00 P.M.

On a Roll Sushi
1306 Van Ness Ave
Fresno, CA 93721

MINUTES

Present: Jackie Anaya, Jayni Wong, Conrad Moore Jr, Sevak Khatchadourian, Phil Kliever, Mario Gutierrez, Marlene Murphey, Toni Tinoco, Edward D. Fanucchi, Richard Caglia, Tyrone Roderick Williams, Gregory Barfield

Absent: Ashley Webster, Paul Nerland, Scott Anderson, Channelle Charest, Derek Franks, Jamin Brazil

Staff: Elliott Balch, Lara Agulian, Gloria Valdovinos, Brian Kelly

Public and Guest: Lupe Perez, Dr. Carole Goldsmith, Thilani Grubel, Mayor Jerry Dyer, Councilmember Miguel Arias, Veronica Stumpf, Kelli Furtado

I. Call to Order/Establish Quorum

Kliever

Call to order at 12:13 p.m.

II. Public Comment

Barfield mentioned that it was great to be together meeting in person. Kliever echoed that thought adding that meeting in person makes us stronger and thanked everyone for coming. Stumpf mentioned that she was eager to attend as well as she is part of the Downtown Fresno Foundation Board, since Balch has plans to integrate DFF and DFP. We had two attendees through Zoom as well and we thanked them for still making the time to attend.

III. Approval of Agenda

Kliever

Caglia motioned to approve, second by Barfield, motion approved unanimously.

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IV. Approval of February 15, 2023 Minutes

Kliewer

Caglia motioned to approve, second by Barfield, motion approved unanimously.

V. Financial Review

Balch

Balch first mentioned that he is also glad that we were able to be in the same room together. In financials, we are trending above budget in accounting and booking, purposefully. The interim CEO Jordan Sanchez started outsourcing the accounting and we will continue with that.

The PBID revenue was not as much as we thought. The previous payment was larger than expected, but that will be counted as an early payment rather than extra payment. Balch is already in talks with the City and Perez about making a more streamlined system at the City for the PBID payments. The intention is that after the State of Downtown event, the goal for the next two months will be to get deeper into where we are in the budget. As treasurer, Wong knows that we are working to get things straightened out and will be up to speed by the next meeting.

Balch asked the City Finance to rectify their accounting and to help us with delinquent payments. Mayor Dyer asked what the process is now for the City going after delinquent payments. DFP reaches out and if the City gets involved, they let the County know. Mayor Dyer said that there is value in the City helping get delinquent payments, but DFP should reach out first to give the personal touch. Perez mentioned that the County is able to do payment plans if there are those who cannot pay in a lump sum. Councilmember Arias asked for the amount of money that is delinquent and Perez responded that it is about \$100,000. The County not only leans, but also automatically puts properties up to bid to sell if owners are five years behind. The City gets lists from the County and then passes that list to DFP to see who has and has not paid.

Kliewer motioned to approve, second by Anaya, motion approved unanimously.

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VI. Designate Bank Signers

Balch

Wells Fargo is DFP’s main checking account and the signers there are current and good. There is about \$250,000 in a Money Market at United Security Bank, which needs updated signers. United Security Bank wants an official document for the signers. The staff suggests that Balch be signer along with Board Chair, Kliewer, and Board Treasurer, Wong.

Caglia motioned to approve, second by Anaya, motion approved unanimously.

VII. Board Membership Changes

Balch

There will be a few changes to the board. We have two vacant seats we can fill currently. One being a seat in Zone 3 that was not filled after Jessica Roush termed out. The other being a stakeholder seat left with the departure of Cassey James. Anaya is also in the process of selling her building downtown, so that would leave her seat empty when a sale goes through. DFP will work to bring nominees for the vacant seats during the next board meeting, which Kliewer has the ability to appoint.

Other changes include the City and RDA/Successor Agency seats. Mayor Dyer will fill the City seat, with Perez or Barfield still having voting power if Mayor Dyer is unable to attend. It is also recommended that that RDA/Successor Agency seat become the District 3 Representative seat, meaning Councilmember Arias will take that seat as a board member. Councilmember Arias mentioned that he wants to see more City involvement with the PBID and hopes that by filling this seat, he can be more aware and have the City act on things faster. Mayor Dyer mentioned that this new time, at lunch, for DFP board meetings works better for him as he always has a conflict on Wednesday mornings.

Anaya motioned to approve, second by Tinoco, motion approved unanimously.

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VIII. President's Report

Balch

The PBID revenue is a concern as the Board has made decisions based on having those funds, as was discussed in the financial review.

Agulian is leading the efforts to consolidate our database so we can contact property owners quickly when necessary.

The DFF Board has a retreat coming up in May. Balch wants to integrate and partner with DFF more as they are our 501c3 nonprofit. They are the way to bring in dollars and infrastructure as a lot of that funding requires a 501c3 to go through.

DFP is working to update internal controls. Along with that, the current employee handbook is out of date. We are working with an HR company to get an updated version to bring to the board in June.

We did sign a six-month extension for the current office lease as we are still looking for a new office. With the storage needs that DFP has, such as golf carts and cleaning supplies, we are looking for a space that provides adequate storage. Mid Valley Disposal has donated two golf carts to DFP after learning that ours was recently stolen out of our current storage. We are also working with the City on the Youth Job Corps Program, where the City has provided at least 20 ambassadors that have been training and working with DFP. With these new personnel needing to use our space, we will need something larger to accommodate everyone.

The DFP ambassador role changed overnight with the arrival of the Youth Job Corps interns working as a clean and green team. The DFP ambassadors have taken on a managerial and mentorship role to these young employees. Perez has been working with them and says they have collected over 100 bags of trash. Sunday alone, over the weekend, they collected 30 to 40 bags. Mayor Dyer stated that the program will be fully funded for three years through State funding. This includes funding the tools needed to get the job done, such as power

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washers, along with transportation and childcare for the interns themselves. The City is working to hire more supervisors for these interns to have at least three. They can only outsource these interns to a nonprofit and Mayor Dyer thought of DFP first. The hope is that these interns can become full-time employees. The interns are traditionally hard-to-hire, some coming through the foster system. One intern even told Mayor Dyer that he is the first one in his family to have a job. The idea is that eventually the City will put out an RFP for an organization to take over the daily supervision of this program while the City covers overhead. Mayor Dyer did say that if it is not something DFP can do, the City will continue to run the program.

Goldsmith, the Chancellor at State Center Community College District, mentioned Career Nexus. This is a high school tool that helps students get ready for college and a career. They help prepare students in fields such as art and mural, along with nonprofits. There may be ways that Career Nexus and SCCCDC can partner and help as well.

Balch continued his report turning to policing in downtown. He is in continuous talks with the Police Department and they are planning to double their bike unit. This would be helpful and add more PD presence to the area as they are not always seen now. DFP is wanting to host a meeting for property owners that includes Code Enforcement, PD, and solid waste. We want to set the standard of maintenance and hold everyone accountable. We are aiming to have this meeting next month, but no date has been scheduled yet.

We are seeing more activity in downtown along with ArtHop, which is huge. With that, we need to adjust the way we think about policing and enforcement downtown. Mayor Dyer added that we will be seeing an increase in police presence downtown this summer. He did acknowledge that the police numbers had been low here, but they are now able to pick those back up. Councilmember Arias stated that he would like to know how many police are in downtown versus private security, especially for events. How do we merge all security in a consolidated system? DFP, SCCCDC, IRS, and the City all pay and provide private security separately. We need to coordinate that. DFP met with our security company, Central California Private Security, to see if it is possible to have them start their patrols earlier. DFP also hosts security meetings once a month, headed by Kelly, which does bring together a lot

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of the different security groups that provide service in downtown. Mayor Dyer is interested in attending the next meeting.

DFP is working with the Fresno Area Hispanic Foundation on the Façade grant, for which they are the grantor of funding from the City. Our idea is to have a block of businesses apply that we will work with for the actual façades. We are thinking of helping them get lighting and signage. Is it possible for DFP to manage the general contractor for these jobs? Mayor Dyer answered that DFP can be a sub-grantor. The main grant itself was created for downtown and Chinatown. Balch believes that a concentrated cluster will have a big effect. Mayor Dyer said that we should also look into working with Fresno Housing Authority on this grant.

Within events, the State of Downtown is this Friday, April 21, at Warnors Theatre. We have received \$33,000 in sponsorships, some coming from the board. Once this event ends, we will pivot to planning Fulton Street Party and Fiestas Patrias.

DFP is working on a plan to bulk buy parking permits for the spiral garage. If 50 are bought at once for the same garage, the cost is reduced to \$68. This would mean that DFP buys the permits from the City and is able to resell them to businesses in downtown for that reduced rate. There is a risk as it is a large overhead payment upfront for DFP and we need to give a 30-day notice to the City to cancel the permit. We have heard sentiment, though, from board members that this is a need and a role we should play. DFP is also engaging in changes with the Master Fee Schedule at the City. Gutierrez asked if there is timeline on getting this going and DFP is going to look into it more seriously after that State of Downtown. Gutierrez was also interested in different parking garages aside from the Spiral Garage. Each garage has its own permits. If there is enough interest in others, we can do it for those as well. Gutierrez said he would need at least 35 for Garage 9 to serve his building and will possibly need 50 by the end of the year. It has been a big issue for his tenants as they have been dealing with tickets or having to walk far distances at night. He would add this parking permit as part of the lease with his building and Perez mentioned that it would make his property more marketable.

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To end his report, Balch mentioned that initially the PBID would be dollars raised by assessment to bring events and more to downtown. There are more opportunities to enable better engagement with the public when it comes to downtown by having DFP, along with a board of directors who are property owners. This would include things like solving the lack of bathrooms issue in downtown. Dream.org and others have grant money for green infrastructure in places just like our downtown. We have both the nightlife and office cultures here. DFF would play an integral part in grants as well.

IX. Clean and Green Committee Update

X. Marketing Committee Update

In the interest of time, Kliewer skipped these agenda items. The minutes from both committee meetings was provided for everyone and will be up on the DFP website, downtownfresno.org.

XI. City of Fresno

Barfield

Barfield mentioned that himself and Balch met over the Baseline services and events. There will be no amendments this year as changes were due early in the year. The State of the City will be on May 24. As Mayor Dyer mentioned earlier in the meeting, the consolidation of security is an important thing to tackle. As a last note, Barfield mentioned that the trollies that are going to connect downtown, Tower District, and the Fresno State area will be delayed due to a recalled part on the trolley. It is better to be delayed than to not have the service at all and they will hopefully be up and running by this summer.

XII. County of Fresno

No county representative was able to be present.

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XIII. Closed Session

Balch called for the closed session as mentioned in the agenda and anyone who is not on the board was asked to step out of the room.

Returning to regular session, no actions in closed session were reported.

Adjourn – 1:17 pm