

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

April 20, 2022

845 Fulton Ave

8:30 A.M. – 10:00 A.M.

Fresno, CA 93721

MINUTES

Present: Jessica Roush, Cassey James, Mario Gutierrez, Jayni Wong, Jackie Anaya, Ashley Webster, Conrad Moore Jr, Sevak Khatchadourian, Phil Kliewer, Scott Anderson, Bahvneet Gill, Channelle Charest, Bob Gurfield, Marlene Murphy, Gregory Barfield

Absent: Rich Caglia, Paul Nerland, Jamin Brazil, Edward D. Fanucchi,

Staff: Jimmy Cerracchio, Lara Agulian, Jazzmine Young

Public: Thilani Grubel, Veronica Stumpf, Councilman Miguel Arias, Greg Reinke, Lupe Perez

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- | | |
|---|--------------|
| I. Call to Order/Establish Quorum | Roush |
| Call to order at 8:34 a.m. | |
| II. Public Comment | |
| No public comment | |
| III. Introduction of New Board Members | Roush |
| Paul Nerland was unable to attend. | |
| IV. Approval of Agenda | Roush |
| Wong motioned to approve, second by Anaya, motion approved | |
| V. Approval of February 16, 2022 Minutes | Roush |
| Moore Jr motioned to approve, second by Kliewer, motion approved. | |
| VI. Financial Review | Gill |

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Opened a money market and moved money from the general fund. At the time of the report, the PBID revenue of about \$480,000 had not come in. It has since been received thanks to Lupe Perez. It is tracking to budget. P and L is on track with last year-to-date.

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

VII. President's Report

Renewal is still the main focus for the DFP at this time. Our petition drive is at 43.35%, but we need it to be 50% plus 1. Cerracchio will share the list of holdouts after the meeting. 3 owners are holding out for the Baseline Services from the City before they sign. They will bring about another 4% so more petitions will still be needed to hit the 50%. The percentages are based on the size of the property. The PBID will go away if we do not get the signatures in time by early May. It was hard to find the right person at PG&E, but we finally did and are in talks. Khatchadourian asked what concerns those who haven't signed have. Other than those waiting for the baseline services, we have not heard any concerns, there has just been radio silence.

There will be a new downtown police unit that will start patrolling in May. There is an arsonist on the loose. He has been identified, but not caught. There was some property damage recently.

There are a number of new businesses set to open. Bourbon and Brimstone has signed a lease at TW Patterson and wants to do a pop-up for May ArtHop. Plant Slayer, a Create Here winner, has signed a lease at the Galleria and hopes to open in May. Huang Lan had some permit issues that DFP helped with, but they are on the track to open soon. Sun Stereo has an aerialist and tattoo shop for sure with signed leases opening up. Reinke says The Convention Center hotel is very close to breaking ground. Wells Fargo permits have been approved with the City. The Rose opened in Hop Pk's old space.

Cerracchio will be speaking on the DFP's Annual Report at City Council tomorrow, April 21.

A letter was written stating incorrect things about the DFP. DFP has helped 122 leads, with at least 9 leases signed. DFP offers Create Here grants, along with retention grants like the Façade and Re-Start grants. We provide marketing for businesses. We have tried to do

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popups, but that has been more difficult. DFP was named as the reason for rogue vendors at events such as ArtHop in the letter, but we have been working to control that and to stop the rogue vendors. DFP team has been renting dumpsters and cleaning up for ArtHop. It organically grew to the event it is today, attracting junk vendors, but we are controlling that where we can. As to the store fronts with trash, that is the private property of the owner so DFP has no authority to go in a clean a gated area in front of a property. We reach out to the property owner to get that situation handled, but they are not responsive. Fallas is the store front that is boarded up. They have been cited, but that is also on the property owners to fix. Councilman Arias mentioned that Fallas has been fined \$30,000, but their parent company is filling for bankruptcy. DFP Ambassadors have picked up 65,000 pounds of trash. The letter mentioned a list of businesses that would be fine without DFP, but those businesses turn to us for help and support us. Cerracchio suggest people talk to those businesses and see what they say. Cerracchio and Hilary Haron met with the author of the letter months ago and it was not a good meeting with the author getting belligerent. We will have to try to meet again, possibly with the help of Mike Oz. Khatchadourian suggested hosting a community meeting to have people express their concerns. Cerracchio says we will try to do it early next week. Anderson invited the author of the letter to the board meeting, but they did not show up.

VIII. Clean and Green

James

James starts by stating that Root General has a good partnership with the DFP. They were applicants in Create Here 8 years ago, and though they didn't win, it inspired them to take a leap of faith and open their store. Root is here because of the DFP. We have worked on events together, such as ArtHop. The ArtHop crowd has changed and has a younger audience now of people who live downtown. This cannot be blamed on the DFP, it is an organic, generational shift. It is rude to say that this new crowd is not interested in art. Root does an art showing every month in their store and works closely with artists.

Store fronts with trash are an eye sore and a safety concern. We have been working to get a hold of the right people to get it cleaned, but we are hitting roadblocks. We will keep on trying.

A DFP Ambassador has started a graffiti mapping chart with days, times, and locations of different tags. He has been collecting data for a month and as he keeps collecting, we will

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know whether graffiti spikes due to events or on slower days. It will also show us which buildings and areas get hit the most.

We discussed locking and repairing dumpsters with Mid Valley and those have been taken care of. The update from Homer is that Kocky's has a dumpster now and the burnt ones are replaced. There has been an excess of trash left by illegal street vendors after events at Chukchansi. We are figuring out a solution because it cannot just be ambassadors who pick up the morning after. We are looking at reaching out to the DFP volunteer list and having free Grizzlies tickets as incentives to get volunteers. We may work with Beautify Fresno. The Great American Clean Up is April 30 with 15 locations throughout Fresno, 2 being in downtown. There will be an after party for all after the cleanup at the H Street parking lot downtown. We do need volunteers to help check the cleanup volunteers in so if anyone in this meeting has time, let DFP know.

The planter adoption program will tentatively launch on Friday. There are planters owned by the City that have been abandoned. Businesses will be able to apply to adopt them and take over their care. We will give \$100 for the initial planting and update of each planter. They can be moved by the City for a business. DFP is acting as a middleman, but the contract is with the City and the business. We will use social media to get the word out, along with bringing paper applications to businesses.

IX. Marketing and Business Development

Cerracchio

JSA gave us a campaign update on B2B and B2C for the year. We have the presentation if anyone would like a closer look. DFP will be at the EDC Real Estate Forecast on April 21 as a sponsor with a booth.

FresYes had about 23,000 people in attendance. Tioga had to stop selling beer tickets early to catch up. 411 also had to stop selling early because of the amount of customers. Full Circle had a side event as well that was successful. All of Fulton is activated for ArtHop now. We have helped a DTA student activate Kern Plaza, extending into Chukchansi this month. We still help Mas activate Mariposa Plaza. We have re-started a street closure in front of Warnors Theater. The success of ArtHop has caused some rogue vendors in front of Gottscholks. State of Downtown will be May 17. Fulton Street Party will be in October. Oktoberfest is being planned for September. Fiestas Patrias is being planned for September with the support and help of Councilman Arias and the City. The Create Here grant wrapped up in Monday, April 18, with a press conference to announce the winners. Desirae

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Washington won 1st place with Grumpy Burger Lady's. Ian Landis won 2nd place with Bone Dry Sober Bar, who are looking at Sun Stereo for the business. Gina Perez won 3rd place with Plant Slayer who have already signed a lease at the Galleria. DTA will be done in June.

X. City of Fresno

Perez

Perez stated that Fresno Metro Black Chamber of Commerce and Fresno Area Hispanic Foundation have funding for small businesses up to \$10,000 along with technical assistance. There is an ICSE Retail Program for business attraction in Las Vegas. The City will help market.

Councilman Arias stated that \$300,000 more is now budgeted for the PBID. He acknowledges that the City has not held up the baseline services in the past, but they are committed now. Money has been set aside and is being used for the Water Tower renovations. Parts of that will be completed next week. The City has almost completed repairs to offramp at the Tulare and U intersection. More re-pavements are to come such as at Inyo and the Brewery District.

Khatchadourian asked about updates for Mariposa Plaza. Councilman Arias said the design will be done in 60 days and construction is set for later this year. Perez will get the report from Public Works. Gurfield asked who is covering the costs of Plaza. It is \$7.8 million of construction funded fully by a state grant. Public Works will cover the maintenance.

XI. County of Fresno

Reinke

Reinke filled in for Paul Nerland. The jail should be done by mid-summer. A new animal control facility has been completed and is operational. Records office construction is done. They are just doing furniture and equipment installation now. This was delayed due to the supply chain, but it should be done in the next couple of months.

Adjourn – 9:18 am

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Special Executive Committee Meeting Minutes

I. Call to order

Roush

Meeting called to order at 9:20am

II. Public Comment

III. Staffing Discussion

Roush/Gurfied

IV. Adjourn

Meeting adjourned at 10:05am