

# DOWNTOWN FRESNO PARTNERSHIP

## Board of Directors

April, 21, 2021  
8:30 A.M. – 10:00 A.M.

845 N. Fulton Ave  
Fresno, CA 93721

### MINUTES

**Present:** Cassey James, Bob Gurfield, Marlene Murphy, Jayni Wong, Bhavneet Gill, Conrad Moore, Derek Franks, Hilary Haron, Jessica Roush, Jackie Anaya, Phil Kliewer, Channelle Charest

**Absent:** Ashley Webster, Eddie Fanucchi, Jean Rousseau, Sevak Katchedourian, Tommy Esqueda, Mario Gutierrez, Richard Caglia, Scott Anderson

**Staff:** Jimmy Cerracchio, Daniel Griffith, Courtney Ramirez

**Public:** Dan Zack, Yahaira Figueroa

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#### I. Call to Order/Establish Quorum

Roush

Call to order at 8:32 a.m.

#### II. Public Comment

Jackie Anaya mentioned that Joe's Steakhouse has officially announced they have closed, they are still using the space for catering. They have some tenant leads and will list the property for lease.

#### III. Approval of Agenda (*action*)

Roush

Charest motioned to approve, Haron seconded, motion passed.

#### IV. Approval of 2/17/21 Minutes

Roush

Gill motioned to approve, Charest seconded, motion passed.

#### V. Financial review (*action*)

Gill

Gill discussed that the spending is still at low levels due to Covid restrictions/ no events. Security costs were a little high due to the current bill already being paid. Gill and Cerracchio mentioned that the \$7176 for computers in restricted funds needed to be moved to unrestricted funds. This would require a motion and vote. Haron motioned to accept the

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financial review along with moving the computer funds to unrestricted funds. Charest seconded. Motion passed.

**VI. PBID Renewal Update** Cerracchio

The renewal process is moving again, as the city has approved the draft management plan. The Engineers Report is currently being produced to begin the next steps. As soon as that is done, we will begin the petition drive. Staff will begin outreach to the property owners in order to create meetings with renewal committee members and CEO.

**VII. Future Board Meetings** Cerracchio

Starting in June, board meetings will begin to take place in person. They will be offered online as well via Zoom for out of town board members.

**VIII. President's Report** Cerracchio

Full Circle Brewing is officially into the Fulton Ave location. DFP is continuing to speak with the Create Here winners Fig & Honey and Tumbleweed Baking about a location with tours scheduled shortly.

Regarding COVID-19 rules, the Governor has recently changed it to be 25% indoors, and our county is moving towards yellow. The current plan is the state will re-open on June 15. Staff is planning to return to full time at the office on May 17. DFF is accepting applications for façade grants which can be used to help cover costs of damages during COVID or regular improvements. DFF will also be announcing the Stay Here program which can provide grants for existing businesses. It will be similar to the previous Re-Start grant. The state is currently offering food venue and food grants. We are currently sharing this information with our merchants.

The Market on Kern is back in May, and we are working on a Night Market. The Grizzlies are re-opening, and our new branding will be on display. We worked with Fresno Street Eats last Thursday for an event and are trying to assist MAS to officially apply for permits to operate their market on Mariposa Plaza.

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Barb's Drive In had been shut down due to holding a large concert in the property. We are trying to help them be compliant with City rules so they can re-open. We have sent them a detailed list of items that can be done to re-open per the city, county and police. We hope the owner will respond in time to relaunch. As of this meeting, there has been no progress on the project.

#### IX. Clean and Green Committee Update James

Break ins are continuing to be an issue and we are watching for homeless encampments. There is an April 24<sup>th</sup> clean up day. All volunteer spaces have been claimed. On the H Street parking lot, there will be a celebration for everyone who participated across the city, in partnership with the City of Fresno. We are also working on a Southwest airlines welcoming event for the same evening.

Throughout the district, the majority of the dumpsters are locked. We are working on the adopt a planter program with the City. There is a water tank trailer that needs to be repaired that we can use for the planters. There was an issue with a trash can at Tuolumne and Fulton that is getting fixed, and the City of Fresno will be working on implementing Measure P money, possibly. The Street lights that were out have been repaired.

#### X. Marketing and Business Development Committee Update Cerracchio

The new branding has been implemented, and we are working with JSA on the B2C video campaigns. The B2B campaign through JSA is wrapping up and we have leads to follow up with. The mural grant program got a lot of input, and we will be announcing awards soon. The grant is a matching grant program that will offer the same amount put in by the property or business owner.

#### XI. City of Fresno Update Esqueda

Zack gave an update on current projects. Nothing major moving, yet.

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**XII.** County of Fresno

Rousseau

Skipped – County of Fresno representative not present.

**XIII.** Adjournment

Meeting was adjourned at 9:13 am.