

# DOWNTOWN FRESNO PARTNERSHIP

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## Board of Directors

June 15, 2022

845 Fulton Ave

8:30 A.M. – 10:00 A.M.

Fresno, CA 93721

### MINUTES

**Present:** Cassey James, Mario Gutierrez, Jayni Wong, Conrad Moore Jr, Scott Anderson, Channelle Charest, Bob Gurfield, Gregory Barfield, Rich Caglia, Derek Franks, Paul Nerland

**Absent:** Jamin Brazil, Edward D. Fanucchi, Jessica Roush, Jackie Anaya, Ashley Webster, Sevak Khatchadourian, Phil Kliewer, Bahvneet Gill, Marlene Murphy

**Staff:** Jimmy Cerracchio, Lara Agulian, Jazzmine Young

**Public:** Thilani Grubel, Veronica Stumpf, Hilary Haron

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<b>I. Call to Order/Establish Quorum</b>	<b>Cerracchio</b>
Call to order at 8:35 a.m.	
<b>II. Public Comment</b>	
No public comment	
<b>III. Approval of Agenda</b>	<b>Cerracchio</b>
Charest motioned to approve, second by Barfield, motion approved	
<b>IV. Approval of April 20, 2022 Minutes</b>	<b>Cerracchio</b>
Barfield brought up a correction. He was marked as absent, but he was in attendance at the April Board Meeting. The agenda was approved with the made correction	
Caglia motioned to approve, second by Barfield, motion approved.	

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#### V. Financial Review

**Cerracchio**

Cerracchio went over the financial report. In accounts receivable, 2 checks have come in so that will zero out. EBT receivable is in the negative, but that figure is constantly shifting due to the Market on Kern. We are waiting for the EDC check. New firewall was purchased for DFP computers and the allocated computer funds were used for that. In budgets vs actuals, the first assessment check has been received and we are waiting for information on the 2<sup>nd</sup> check from the City. We are still waiting for State of Downtown sponsorship money to come in. We also had a duplicate payment and are waiting for that to be resolved. The payroll burden still has to do some shifting. We hired a 4<sup>th</sup> ambassador and that will show some change. We will work to show employee benefits and health insurance on the one line in the future.

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

#### VI. President's Report

**Cerracchio**

DFP passed the petition phase of the PBID renewal, getting over 50% of signatures from property owners. Greg, Todd, and Lupe are working on the ballots and we are working on calls to property owners.

A DFP sign/kiosk near the Radisson on Van Ness will be repaired by Sierra Lock and Glass. We had a meeting with Mark Standriff about trash clean up and what each agency does in that regard downtown. We met the new Parking Director for the City, Melissa Almaguer. She is working on recent issues that have been seen with the parking meters downtown. DFP hired its 4<sup>th</sup> ambassador, Alyssa Castro.

#### VII. Clean and Green

**James**

DFP ambassadors have been cleaning up trash and are working to get dumpsters locked. DFP is working with Standriff to streamline the trash duties with all entities. Nora Monaco, a property owner in the Brewery District, joined the meeting. She requested street trash cans

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for the Brewery District and we will have to work to figure out who will service those. The Great American Clean Up went great. The City is passed halfway in their 1 million pound challenge. Graffiti is still on the same track with similar hot spots.

The Planter Program applications have closed. We received 14 apps. Of those, 4 are out of the PBID, so 10 businesses are qualified for the program. There are 30 planters downtown, with 27 available to give out. Three planters in front of CVS cannot be moved as they stop cars from driving on the sidewalk. Young is working with the applicants. We are still working with the City for when the planters will be able to be moved and the paint can be approved. We also need to come up with a plan for who will care for the 3 CVS planters. The idea of a non-profit organization, local business, or individual can adopt and care for them in their current location.

Gurfield brought up the dumpster in Congo Alley behind his building. It has been overfilled and is not being serviced. Cerracchio said it is Fallas' dumpster and ambassadors worked with Mid Valley to get in touch with a contact at Fallas. They also talked to Homer at the City and the dumpster has been removed now. Fallas had not been paying Mid Valley for dumpster service. They will be closing, but there is no timeline for that as of now.

#### VIII. Marketing and Business Development

Charest

JSA gave a campaign update of the B2B and B2C ads we are currently running. The data shows that we are getting more impressions versus clicks. This was our goal to start, and now that we know we have good impression numbers, we will work to shift our goal to more clicks and interactions. We may also create a landing page for the ads to lead straight to a local business directory and event calendar. DFP also have paper visitor guides available.

In events, ArtHop has been blowing up in a positive way. We are now trying to figure out what street closures are best and on having quality vendors. State of Downtown had a positive response. There was good turnout, but we would have liked to see more presence from the DFP and DFF Boards. Fiestas Patrias is coming up on September 17. Fulton Street Party will be October 22. They are both currently being worked on.

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Create Here Grant Program is complete. The 2<sup>nd</sup> place winner, Bone Dry Sober Bar, has signed a lease in Sun Stereo Warehouse and hopes to open in the fall. The 3<sup>rd</sup> place winner, Plant Slayer, signed a lease in The Galleria. They want to be open in July. Both have large followings already.

Stay Here is a grant program DFP is running now. Applications did close on Sunday, June 12. DFP is going through the 48 applicants now. Some have been from out of downtown, which does disqualify them, but they are being weeded through now.

Charest gives a shout out to Young and Agulian for the program and social media work they are doing.

#### IX. City of Fresno

**Barfield**

Standriff is working with the Brewery District for the street trash cans they requested. The PBID renewal is also being worked on and the ballots will be counted on the 21<sup>st</sup>. There are 2 more budget hearings, which will solidify the MOU with the baseline services for the PBID including policing.

#### X. County of Fresno

**Nerland**

Nerland was welcomed to his first board meeting. He said the country recorder building is complete. It will be the first drive through recorder building in the state. There will be a ribbon cutting soon. The jail is pushed back again but should be complete within the next couple of months.

The State budget has come back with money for a new courthouse to replace Fresno's. James asked for more information on this. There is no information yet as to if they will renovate the current courthouse or build a new one in a new location. It is very early in the process and it is not sure if the current courthouse can be renovated.

**Adjourn** – 9:04 am