

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

June 16, 2021

845 N. Fulton Ave

8:30 A.M. – 10:00 A.M.

Fresno, CA 93721

MINUTES

Present: Jessica Roush, Hilary Haron, Chanelle Charest, Ashley Webster, Jayni Wong, Bhavneet Gill, Conrad Moore, Scott Anderson, Mario Gutierrez, Phil Kliewer, Eddie Fanucchi.

Absent: Cassey James, Jean Rousseau, Sevak Khatchadourian, Tommy Esqueda, Jackie Anaya, Derek Franks, Edward Fanucchi, Marlene Murphy, Richard Caglia.

Staff: Jimmy Cerracchio, Courtney Ramirez

Public: Yahaira Figueroa

I. Call to Order/Establish Quorum	Roush
Call to order at 8:36 a.m.	
II. Public Comment	
None.	
III. PBID Renewal Update	Cerracchio
We have officially started the petition drive. Cerracchio and board members will be meeting with county supervisors on June 22 nd . On July 15 th , to city council to get their approval. Cerracchio will be meeting with District 3 representative Miguel Arias prior to this meeting.	
IV. President's Report	Cerracchio
The State of CA has lifted business restrictions on masks and social distancing. We are seeing businesses adapt but there is inconsistency right now with some requiring masks indoors and others not. We should see updated OSHA guidelines to reflect the mandates. The breweries and bars are expanding their hours into late night entertainment.	
The state has extended the restaurant grant program and has promised more grant assistance coming. We are working on compiling a list of new grants and assistance programs and will be sending them out to our businesses.	

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For local events, we have received word that Full Circle Brewery will be bringing in national shows starting in September. They have been holding local concerts. The Fresno Convention Center will have their first big show on July 22nd and expect Broadway shows in September.

The Create Here grand prize winner, Fig and Honey, has been operating from one of their two new locations at the TW Patterson building. They are just fulfilling orders through there now, but will be building out the wine bar and market.

Previous awardee, Moses McQueen's bar, has submitted permits to the city and is moving forward.

The façade grant program was used for repairs and basic improvements to the outside of buildings or businesses. There were nine grants awarded. The mural grant program was also completed, with five mural grants awarded. These grants were matching grants and the awardees selected their own muralists for the work, which will be completed over the summer.

The Create Here and Stay Here grant programs will be launched later this summer. The DFP program manager recently left the organization, so when his replacement is hired, these programs will continue.

The Downtown Academy Class 8 (2019/2020) is finishing their last two classes and will have graduation on July 30th at Full Circle Brewing.

The Downtown Fresno Boosters will launch tomorrow night. It will bring in Downtown Academy alumni and other interested parties for first looks at new businesses and other activities. As Downtown issues become more pressing, we can rally them together and get them involved.

DFP events are currently just the Market on Kern, which started in May. Over the next three weeks, we've partnered with Tioga Sequoia and Street eats to help with the Inyo and Mono Street closures. For the last Art Hop, we partnered with MAS Fresno to have a beer garden at the Mariposa Plaza. We netted about \$1000 in sales. We have worked with MAS closely to ensure that they are following event procedures so there isn't going to be any random vendors attempting to set up at their events.

In July, we are working to close the street near Warnor's Theatre and have a request into the city. The City manager is checking to see if they can provide barricades. For future usage, the

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Grizzlies, Tioga Sequoia and DFP are pricing out the purchase of barricades in the future. The Grizzlies would be able to store them.

Fresno Street Eats, Tioga Sequoia, Modernist and Full Circle Brewery will be holding Brewery District block parties almost every weekend this month, with different themes.

There was a recent City of Fresno clean up that took place downtown in the brewery district. We didn't do a public call for volunteers, as the employees from KSEE24 were invited. Our next clean up event will be on August 7th, and will be located east of M street, up to Tuolumne.

V. Clean and Green

Cerracchio

On the security front, there has been an increase in break ins and vandalism. Our storage unit has been broken into 4 times within the last week. We are working with the former RDA to ensure that the new locks are secure. We have been in touch with the police and filing police reports as well. Our ambassadors have noticed more camping in the cultural arts district, but are keeping watch.

Dumpster counts are still showing that most are locked, but 17 are not locked. The City will get back to us about the trash compactor request next week. Councilman Miguel Arias had suggested at a city council meeting that it could be acquired. Both Midvalley and DFP are ready for the next steps.

The Adopt a planter program is still held up. Lupe Perez at the city noted some risk management requirements that would make it difficult for businesses to maintain the planters at a low cost. The request has been made to remove that requirement and then we should be able to continue.

The main parking issues are that lots of homeless activity is happening in garages, and we have received complaints from the public, particularly after the most recent Grizzlies games. The City manager has been doing power washing before games, and ambassadors are patrolling so that people feel safe and aren't grossed out when they come downtown.

Miguel Arias brought up to council a potential fine for empty buildings that remain vacant. The vote should be coming in front of the council later this summer.

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VI. Marketing and Business Development Committee

Charest

Our businesses have the opportunity to be on the Central Valley Talk Show each week. We have several weeks lined up for coverage.

JSA has finished the B2B campaign which offered targeted online advertising for potential investors and businesses. We received 80 qualified leads, which are being given introductions to Downtown and marketing materials. The B2C campaign shooting has been completed, and JSA will be purchasing ad spots for display before online ads and videos.

We are exploring a fee for service program which will allow businesses outside of the PBID to take advantage of marketing services and events. Other PBIDs are using a similar structure, and we will base our program on best practices.

VII. City of Fresno

Figueroa

Figueroa shared that by July 6th all city employees will be back at City Hall. Currently Greg Barfield is the best contact for parking issues until a parking head is selected. There is a new program called Business Watch that will be launching from the city which will help get information to owners about ways to reduce crime and break in issues. Figueroa is looking into staff training that we will need to do for street closures, but will be after July 1st.

Fig and Honey needs bagged meters, and DFP staff was told it would be for six weeks. Figueroa will get clarification about the length of time.

Kliwer asked about the progress on the credit card parking meters. Figueroa will talk to planning about the possibility of moving that more quickly.

Kliwer asked about the enforcement of offsite liquor sale rules. There are several locations in Downtown that are violating ABC regulations by selling to clearly intoxicated individuals, and it is a hazard to businesses and property. The city will follow up with ideas.

VIII. County of Fresno

Rousseau

Skipped due to representative being absent.

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IX. Approval of Agenda (*action*)

Roush

Approval to amend action items to the end. Charest made the motion, Webster seconded it. Motion passed.

X. Approval of 4/21/21 Minutes

Roush

Charest made the motion, Kliewer seconded it. Motion passed.

XI. Financial review (*action*)

Gill

Gill stated that the balance sheet shows a significant change from the last report. The executive committee approved moving \$7000 saved for work stations out of restricted funds. However, there are no other notable changes. On the income statement, budget vs. actuals, under the income assessments, she noted that the current PBID assessments received amount to about 83% of the budget. We anticipate receiving the others soon. One other item to note is that long term repairs are higher than the budget allotted. Repairs and replacements on trashcans were made including adding new metal cans inside bin on Fulton, N. Van Ness and Kern Street Locations.

Kliewer made a motion to approve, Charest seconded it. Motion passed.

Adjourn – 9:13 am