

# DOWNTOWN FRESNO PARTNERSHIP

---

## Board of Directors

Wednesday, June 17, 2020  
8:30 A.M. – 10:00 A.M.

845 N. Fulton Ave  
Fresno, CA 93721

### MINUTES

**Present:** Hilary Haron, Jessica Roush, Ashley Webster, Jayni Wong, Cassey James, Sevak Khatchadourian, Kyle Kirkland, Richard Caglia, Scott Anderson, Richard Caglia, Channelle Charest, Marlene Murphey, Lupe Perez (for Wilma Quan), Jean Rousseau

**Absent:** Ana Lilia De Alba, Nathan Ahle, Bob Gurfield, Derek Franks, Edward Fanucchi.

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

**Public:** none

---

- I. **Call to Order/Establish Quorum** - The meeting was called to order at 8:38 am.
- II. **Public Comment** – No members of the public are present.
- III. **Approval of Agenda (action)** – Haron made amendments to strike the 7<sup>th</sup> and 8<sup>th</sup> items for another meeting. Kirkland made motion, seconded by Roush.
- IV. **Approval of 4/15/20 Minutes (action)** – On a motion by Kirkland, seconded by Roush, the minutes were approved.
- V. **Approval of 4/15/20 Financial Report (action)** – Per Cerracchio, the only changes between the two reports were a number of bills that have cleared. There was an assets review and nothing outstanding that was a major issue. However, looking at the budget vs the actuals, there was a +\$25,000 error coming up in the budget column. It was discovered that there was a calculation error in the formula. The executive committee agreed that there will be line item special projects, and the projects will be agreed upon later. Motion to approve by Rousseau, seconded by James.
- VI. **Approval of 6/17/20 Financial Report (action)**

Per Cerracchio, the only major expenses have been for marketing, and there has been a change from outstanding bills from last time these reports were sent to the board. The restricted funds will be taken out of the bank and put into the 2 year CD. We did utilize some of those funds for new computers before this report, so the balance will drop a little.

We received the first assessment check as well income from the Market on Kern. There was also an accounting expense for the audit, so the taxes for every year was a little higher than budget. We are done until next year. Under the marketing category, there has been activity with the marketing and rebranding. The unveiling of that was held up. We also used marketing money for the unity for

# DOWNTOWN FRESNO PARTNERSHIP

## Board of Directors

Wednesday, June 17, 2020  
8:30 A.M. – 10:00 A.M.

845 N. Fulton Ave  
Fresno, CA 93721

### MINUTES

community campaign and spent \$5000 on shirts. We were reimbursed by Root and it will show up on the next meeting's financial report.

The Ambassadors salaries are not broken out of payroll yet separately, but they will be. Motion to approve by Wong, seconded by Rousseau.

- VII. Bylaw Amendment Regarding Officers (action) - postponed**
- VIII. New Board Member and Officer (action) - postponed**

#### **IX. COVID-19 Update – Jimmy Cerracchio**

We have been communicating business information through the e-newsletter to stakeholders in downtown. Most recently, we announced the DFF restart grant, and we raised \$54,000 largely in part to CVCF. We were able to give out 31 grants, with a voting board of 2 DFF board members, 2 DFP board members and 2 DFP staff members. The City of Fresno Grant just closed on Friday and many Downtown businesses applied for that. We are working with city to find outdoor dining options.

We have been marketing experiences that people have been providing as well as promotions. We hosted an Instahop live event, and have been promoting the Unity for Community blood drive at the Market on Kern. We had 15-18 people donate and once we get hard numbers we will schedule another event with the blood center.

We have been keeping an eye on the protests and have been informing our business owners of security information. Downtown events have been peaceful with only a few graffiti tags; but we are keeping an eye on it all. Our executive committee created and submitted a letter to Councilman Arias, asking the council to have a sensible approach to evaluating the police budget regarding downtown coverage.

#### **X. President's Report – Jimmy Cerracchio**

The RFP is out for the PBID renewal. We have 4 submissions which range between \$60,000 – \$70,000 for the contract. All are fairly similar, but there is one with a unique idea that may be interesting to hear. The State Bill 939 is on our radar. It puts a restriction on our property owners. We haven't taken a stance on it but people should be aware because it effects them. We are getting a lot of questions about the EFID tax district (see City Update Below for details)

The branding is still moving forward and the ambassador shirts and banners are next. The Market on Kern is ongoing for the rest of the season, but it could be stronger. The Mariposa Plaza

# DOWNTOWN FRESNO PARTNERSHIP

---

## Board of Directors

Wednesday, June 17, 2020  
8:30 A.M. – 10:00 A.M.

845 N. Fulton Ave  
Fresno, CA 93721

### MINUTES

planning has started. The redesign utilizes TCC funds granted from the state, and will be organizing pop up events in the coming months for the community to provide input, and especially for adjacent property owners. DFP will assist in the outreach for these events.

Our Ambassadors are out and are covering as much of Downtown as possible. They've continued clean efforts in zones 2 & 3, and are patrolling zone 1 for graffiti, trash, and homeless activity. However, the cart is in repair. Security problems have been on the rise, including break ins of vacant buildings, broken windows, and dumpster break ins. DFP is continuing to work with our security team, ambassadors, and police to monitor and address the issues as they arise.

#### **XI. Clean and Green Committee – Cassey James**

During the committee meeting, MidValley reported that no one has been locking their dumpsters since COVID-19. Locks and lids have been cut as well. New stronger lids are rolling out but without the foot traffic there's a lot of repair going on. As businesses are re-opening, we are considering a reminder letter including business tips and a notice to lock your trash cans. The planter maintenance and fountains have been back in service, however the CVS fountain needed maintenance. There's been no movement on handling the large planters but they may be repurposed for parklet program.

On July 1<sup>st</sup>, there will be an early morning pressure washers session near the Poverello House, in order to clean up debris. It will continue on a weekly basis. There may be displacement of homeless people. June 22<sup>nd</sup> parking structures will start charging, again.

Per the Kern Street trash cans, the Ambassadors have gone out and cleaned up, but it is not within DFP's normal service plan. The city came through with maintenance, but the schedule is not clear yet. DFP is working on finding solutions to prevent the city removing the cans.

#### **XII. Marketing and Business Development Committee – Chanelle Charest**

The new street pole banners and rebranding are moving forward. COVID delayed branding roll out and photoshoots for the banners. New solutions are currently being used to keep the

# DOWNTOWN FRESNO PARTNERSHIP

---

## Board of Directors

Wednesday, June 17, 2020  
8:30 A.M. – 10:00 A.M.

845 N. Fulton Ave  
Fresno, CA 93721

### MINUTES

project moving forward. Social media posting has been ongoing to make sure that we're staying connected with what's going on in the community. The timing of the announcement and the movement for the new branding will be coming together. Danny working on the rebranding on the website, and it should be done before the month's end. Businesses that are moving along with city processes include Dab Tacos, Rec Room, Quail State and La Boulangerie. We are working with a local company Fig and Honey for possible space.

#### **XIII. City of Fresno Update – Lupe Perez**

With regards to the EFID taxes, there's a consistent level of taxes. This does not create a new tax on Downtown properties. The program freezes the amount of revenue the city takes from the taxed value at the current amount. The property tax from any future increased value is put into a fund for other improvements within an already existing district. Perez will send over information for distribution to clarify.

The city received 1000 applications for the Save Our Small Business grant. They will finalize the list and a random selection of businesses will be selected. The grants will be divided between all the council districts. The city has also found additional funding for a revolving line of credit for lending out to small businesses. Information will be sent when the program is available.

The garages will be re-starting for charging on June the 22<sup>nd</sup>. The city is moving towards June 25<sup>th</sup> for the council chambers/city hall/ but the rest of the building will not be open.

The city is working to do parklets and outdoor dining. The council approved \$100,000 to help with some of those costs. They are also working with CARE act funding, and federal money has some strings. The city's finance department is consulting with the economic development department. They are thinking temporary and not permanent type of fixtures, which allows the city to probably get through without charging permitting (but not the liability portion).

Keep in mind that the numbers for COVID are going up in our area, and as we are moving forward with businesses and talking to them about opening things up again we need to be careful. The numbers are not looking great for Fresno county.

# DOWNTOWN FRESNO PARTNERSHIP

---

## Board of Directors

Wednesday, June 17, 2020  
8:30 A.M. – 10:00 A.M.

845 N. Fulton Ave  
Fresno, CA 93721

### MINUTES

Cassey James asked: How many participants and applications for second wave of the county grant and how does that apply to the city grant?

Rousseau – The initial selection has been made of 5000 grants, with 2 selected per district, and duplicates were removed.

Perez – As people may know, we are waiting to complete our grant awards to wait to see who was selected from county. If you received PPP funding, you will be exempt from the city funding.

#### **XIV. County of Fresno Update – Jean Rousseau**

The Rowell building will begin commencing rent payments in June for the extension office. The building will be fully occupied by end of September. The district attorney's office will be localized and the proxy building being used. We recently found out from the High Speed Rail Authority that Diane Gomez will be handling this region of transportation. We will go ahead with the maintenance facility as promised, and will be meeting next week. The county is wrapping up teleworking for employees but still 1/3 are working from home. Some departments are back in a staggered basis.

A lot of information available on the county's public health website and there is reliable information about COVID testing sites. The Fresno City COVID testing site is among the most used in the state. The additional county site is located in Sanger.

#### **XV. Adjournment** – The meeting was adjourned at 9:41 am.

\*\* additional comments – Kyle Kirkland reported on the Club One soft re-opening. They opened the card room and restaurant but not the event center. They used word of mouth and on Facebook. They've been cautiously optimistic but are at 15 to 20 percent usage.