

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

June 21, 2023
12:00 P.M. – 1:30 P.M.

Los Panchos
1000 Fulton St
Fresno, CA 93721

MINUTES

Present: Jackie Anaya, Scott Anderson, Conrad Moore Jr, Phil Kliewer, Mario Gutierrez, Edward D. Fanucchi, Richard Caglia, Gregory Barfield, Councilmember Miguel Arias

Absent: Ashley Webster, Paul Nerland, Derek Franks, Jamin Brazil, Sevak Khatchadourian, Marlene Murphey, Toni Tinoco, Jayni Wong, Tyrone Roderick Williams

Staff: Elliott Balch, Gloria Valdovinos, Luke True

Public and Guest: Thilani Grubel, Veronica Stumpf, David Taub with GV Wire, Ed Hill, Gregory Barfield

I. Call to Order/Establish Quorum

Kliewer

Call to order at 12:09 p.m.

II. Public Comment

Stumpf with the Downtown Fresno Foundation mentioned they had a board retreat to discuss how they will strengthen their programs and are working with Balch and staff to determine how they will realign the relationship with the Partnership and the Foundation.

III. Approval of Agenda (*action*)

Kliewer

Balch mentioned that on the agenda, that was created weeks ago, there is Appointment of New Director listed, there is no recommendation of a new director but it is listed.

Fanucchi motioned to approve, seconded by Anaya, motion approved unanimously.

IV. Approval of April 19, 2023 Minutes (*action*)

Kliewer

Anderson motioned to approve, seconded by Barfield, motion approved unanimously.

V. Financial Review (*action*)

Balch

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Balch stated not much change but continuing to have outsourced bookkeeping in order to implement new systems trending above budget in that area. Trending below budget on event revenues and cost of goods sold, as a whole consistent with last year's and this year's budget. Balch will do a deep dive into the assumptions that went into the budget to see how it measures up. Wong not present but she was able to review in advance and had nothing to add. Kliewer asked if there will be any financial projections in the future, Balch stated yes. Balch stated that he would like to develop other funding streams ex. Proposal for the City Youth Job Corps Program as they do not need to necessarily follow the management plan as the funding does not come from PBID dollars.

Barfield motioned to approve, seconded by Kliewer, motion approved unanimously.

VI. Appointment of New Director (*action*)

Kliewer

Balch sent out a survey and did research on the board seats and presented a review/census of the board memberships and their terms. Balch had a conversation with Charest previously after the recent closure with Bitwise and she understood she could no longer serve. Balch recommended for the board to recognize the vacancy and states there is no immediate requirement to fill the vacancy so no recommendation at this time. At the next meeting, there will be a committee appointed for next year's board nominations.

Kliewer motioned to adopt this census, seconded by Barfield, motion approved unanimously.

VII. CEO/President's Report

Balch

a. State Budget for Infrastructure

Gavin Newsom proposed \$250 million for Downtown Fresno Infrastructure, the DFP team got into gear and in over a day and a half they collected 44 letters of support to legislative leaders. The number has now been cut to \$50 million on both the senate and the assembly budget.

b. New Office Space

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An RFP was put out for the future office space for DFP. A total of 7 responses were received. Proces will be: Valdovinos and Balch reviewed all 7, will set meeting for top 3-4 for staff to view and Balch will present to executive committee and will negotiate the proposed lease for approval. The current lease ends October 31st.

c. Storefront Improvements

Valdovinos stated they have assisted a total of 16 storefronts in applying for the Façade Grant, efforts were put into the 900 block on Fulton, but many other businesses were able to apply as well. Balch stated DFP is under contract with Fresno Area Hispanic Foundation to assist Downtown businesses in applying for the grant. It is unsure how long it will take for the façade awards to be given, but some storefronts have begun to receive them, including Los Panchos. Barfield stated that the downtown businesses that DFP are assisting have an extra incentive, Balch stated all businesses will be using the same general contractor for their projects, which helps as there is one point of contact.

VIII. Clean and Green Committee Update

Balch

No update given.

IX. Marketing and Business Development Committee Update

Balch

Balch stated DFP is working with Fresno Street Eats on an event this upcoming Friday, it is a night market down Fulton. The Market on Kern has been on going, and the DFP staff is building towards the Fulton Street Party, it will go down Fulton with multiple indoor venues, 15+ venues and 50+ artists that will be performing. Kliewer mentioned there are EDM shows at Chukchansi Park that bring in a lot of people. Balch mentioned DFP has 29.2k followers, one of the bigger accounts in town. Fresno State has around 50k. Engagement is strong. Kliewer brought up how DFP will focus more on in house marketing, perhaps some of the budget that was previously outsourced can be used to expand in house.

X. City of Fresno Update

Barfield

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- a. Balch opened the floor for Councilmember Arias to speak on the city budget that is heading to a vote, the budget calls for additional 24-hour staff at garages, better lighting and more. Councilmember Arias mentioned that the next [council] meeting will include approving of the construction contract for two garages, not yet there for the full upgrade. Garage 9 will undergo renovations and Garage 4 will have structural improvements, they will include signage, lighting and cameras. Gutierrez asked if it would include stair upgrades in Garage 4. Councilmember Arias said that it would probably be the next stage in the construction contract. Gutierrez asked about the possible bathrooms in the garage and if they could be open. Councilmember Arias stated that the restrooms are currently not usable as they were vandalized but there is hope for them to be fixed in Phase 2, awards for Phase 1 and Phase 2 should occur this year. The big picture for public restrooms would be the Water Tower once renovations are completed and will be managed by the coffee shop. Garage restrooms will eventually open though these upgrades would not be for this year. Balch stated he'd like restrooms for retail customers down Fulton. Councilmember Arias stated there is work happening in the State Budget, but allocation process is currently unknown. Balch stated the Planning and Development Dept is undertaking a fee schedule study soon, Barfield stated it is expected to take 6+ months and be adopted for the next year. Balch has talked about figuring out a way to properly advocate for Downtown Parking. Gutierrez stated it would be easier for him as a property owner to rent out his spaces if parking cost way less. Councilmember Arias stated fees will be going up, that's why they do a fee study. The question is how much and how the cost is spread out. The current bulk price is \$68 at 50+ per structure. Balch stated DFP tried to see how many businesses were interested but did not get much response. \$95 is the non-bulk rate. Balch mentioned small businesses have multiple employees and they would like the prices to be brought down for the parking permits. Anaya asked if we have asked if perhaps the PBID can have special pricing like \$25 to assist, Balch stated this is where the advocating for the Master Fee Schedule comes in.
- b. Barfield wanted to say his thank you's for the efforts and assistance in the letters of support for the legislators and the \$250 million proposal. Barfield stated there was a recall on the trolleys or else they'd be here around this time.

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XI. County of Fresno Update

Nerland

Nerland was not in attendance.

XII. Board Open Discussion/Reports form Board Members

Anaya stated 831 Van Ness is currently in escrow; it will be a restaurant, but she does not know the name yet. She will hopefully have more news at the next meeting. Balch stated he's been having conversations on how to ensure that development continues to happen downtown. Councilmember Arias mentioned the City just awarded a contract to a consulting firm to start developing the infrastructure plans for Downtown for water and sewer.

XIII. Closed Session

Balch

No closed session.

XIV. Adjournment – 1:04pm

Kliewer