

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

Wednesday, June 26, 2024
12:00 P.M. – 1:30 P.M.

Downtown Fresno Partnership
2020 Tulare St

MINUTES

Present: Derek Franks, Mayor Jerry Dyer, Jayni Wong, Nora Monaco, Tyrone Roderick Williams, Tony Sanders, Victor Negrete, Councilmember Miguel Arias, Conrad Moore Jr, Phil Kliewer

Absent: Paul Nerland, Richard Caglia, Mario Gutierrez, Sevak Khatchadourian, Toni Tinoco, Dr. Carole Goldsmith, Tate Hill, Ana Lilia Patino de Alba

Staff: Elliott Balch, Gloria Valdovinos, Lara Agulian

Public and Guest: Lupe Perez, Jordan Sanchez, Elle Woods Hopkins, Aaron Seybert, Terrance Fraizer, Veronica Stumpf

I. CEO Report

Balch

Quorum was not reached at the start of the meeting. With this, at 12:09pm, we discussed non-action items on the agenda, being the CEO Report. Quorum was reached at 12:26pm, when the meeting was officially called to order.

Balch spoke about the security roundtable meetings DFP has every third Monday of the month. We gather all security entities in Downtown, including PD, along with property and business owners who are interested. We have recently seen an uptick in indecent exposure and sexual assault in Downtown so we are organizing around combating that. One suspect was arrested recently. We are working on creating a foundation on how to report these incidents and to whom. PD is working with us on this.

We have also convened a meeting to discuss ArtHop. This included PD, Code Enforcement, County Health, ABC, and Downtown ArtHop organizers. These organizers have event permits from the City to organize on ArtHop days. There was a fatal stabbing at Hotel Fresno on ArtHop night in June and, no one was hit, but 40 rounds were also fired around there. The shooter was arrested that same night as PD was close by when it happened. Councilmember Arias mentioned that Hotel Fresno is being used as transitional housing, which is not what its meant for as there is no security or resources for that there. It should be used as general housing. That was the source of the domestic disturbance, not ArtHop.

There is an agreement that ArtHop needs more structure. We are running into issues of cost to do so. This was a subject of one of our Measure P applications that was not considered. We are still waiting on updates for that and there will be a meeting about it on July 1st. If we get control, we will better utilize the parking lanes to free up the sidewalks, control the vendors and what time

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they arrive, and more. We do have another ArtHop meeting on July 17. All entities will deploy on August ArtHop to let people know that there will be enforcement out from now on and after August they will be cited.

II. Call to Order/Establish Quorum **Kliewer**

Call to order at 12:26 p.m.

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

Kliewer motioned to approve, seconded by Councilmember Arias, motion approved unanimously.

Approval of April 17, 2024 Minutes (action) **Kliewer**

Kliewer motioned to approve, seconded by Councilmember Arias, motion approved unanimously.

IV. Financial Review (action) **Balch**

DFP has a healthy balance sheet. You will see our Total Current Assets are down \$160K from last year, but this is accounted for by a \$228K PBID assessment payment deposited on June 13. We do have mor accounts receivable this year and that is due to the Youth Job Corps Program, which are costs that will be reimbursed by the City.

In budgets versus actuals, the revenue has been what we expect at this time of year. Event costs are greater than expected due to unexpected payments for State of Downtown. We are back on track now. We did still come out net positive with State of Downtown, but venue costs, which were free last year, were \$8,500 this year. We do plan to have State of Downtown at a different location and in a different format next year.

Councilmember Arias motioned to approve, seconded by Kliewer, motion approved unanimously.

V. Downtown Fresno Retail Programming Project: Authorization to Negotiate and Execute a Contract with David Weinert & Associates, LLC, and Alpha Real Estate Advisors, LLC (action) **Balch**

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We have discussed this project and contract for the past three board meetings. It is back because there are different terms and contracts than before. This is now a six-year engagement of retail tenants and owners of property. We are funding that as retainer for David Weinert. Deals will be done by a separate broker, which is now written into the contract. Written into the contract is also a referral fee, where DFP gets 20% from the brokers fee. Developing the whole space of Downtown will be transformative.

Weinert was at the meeting and spoke about himself and his plans for this project. He worked in public mall retail for 30 years. He has leased 18 million square feet of space and has done redevelopment of central shopping districts. He started his own company in 2017 doing mixed use developments across the country. He also owns his own mixed-use buildings in Downtown Detroit. He went into the background of retail today and how the live, work, play idea is more prominent, which is good for what we are trying to do here. Retail will bring in more residential and office. He wants to meet with every property owner in Downtown. He has partners and resources to provide capital. There is about 470k square feet/65 spaces to lease in Downtown Fresno. He will bring in and combine entertainment and anchor tenants like grocery and bowling, value stores like TJ Maxx, and outlets. Bass Pro is interested and has been in the past as well. They even do hotels in some places. Legoland and other entertainment sites like that, like to be near Bass Pro shops. Downtown is a great location with great access to everywhere from the freeways.

The question becomes, how do we handle the property owners who might not want to be involved or have historically not done much with their buildings. The City may have to make it more expensive to not do anything with their buildings. Weinert does feel that with big tenants coming in and doing this all as a package, may entice some of these owners. This is why he feels strongly about meeting with all of them.

Stump used some time here to ask about the language of the contract. She is the chair of the Downtown Fresno Foundation and has been part of DFF for ten years. She knows that it is important for DFP to recoup money, but we should be careful on the wordage and might want to change referral fee to finders fee. She also wants the contract to be clear that property owners are still free to work with their own brokers if they choose since this is a non-exclusive contract. She also wanted the contract to be clear on what “work related to the project” meant.

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Balch has been working with attorney Ken Price on the contract and will go back for more edits. Weinert will also give monthly reports on the work being done. The KPI is about leasing. An action was made to approve this contract upon necessary adjustments.

Councilmember Arias motioned to approve, seconded by Kliewer, motion approved unanimously.

VI. Authorization of 3% Increases in PBID Assessment Rates in 2024-25 and 2025-26 as Allowed Under Management District Plan (*action*) Balch

Balch suggested that we raise the PBID assessment rates 3% as we did last year. The board asked if any notice was required to the taxpayers before the increase and it is not. The retail plan will take up a lot of DFP funds so the raises would help that. The board discussed that budgets were recently passed so we should table this for next year and raise the prices for 2025-26. That way we can let people know the raise is coming so they can budget accordingly and can let them know what their money will be used for. We will bring this back as an action for the board at a future date for budget year 2025-26.

Kliewer motioned to approve, seconded by Mayor Dyer, motion approved unanimously.

VII. Authorization to Engage Jeffery Scott Agency for Marketing Services (*action*) Balch

We put out an RFP for a marketing company for the Ice Rink. JSA was the only one who submitted a marketing plan for the Ice Rink. We do have City support in the rink. As the JSA contract will be over \$25K we do need approval from the board to move forward with JSA.

Councilmember Arias motioned to approve, seconded by Mayor Dyer, motion approved unanimously.

VIII. City of Fresno Update Mayor Dyer

Councilmember Arias mentioned that the Mariposa Plaza construction has paused. The neighboring building's basement is exposed so adjustments will have to be made to the plan. The design might be a bit different than what was planned. He is still hopeful that it will be ready in time for the Ice Rink next year.

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Mayor Dyer spoke on the \$18.9 million contract awarded for work on the water and sewer mains in Downtown. This will go from Van Ness to U, Ventura to Tuolumne, and Chinatown and will take 18 months. Those funds came from the \$50 million the State gave to Fresno for Downtown renovations. The State promised another \$200 million, but that has been deferred for the next two years. Mayor Dyer is hopeful that we can get at least another \$50 million from the State sooner for a new parking garage on H. He has talked to the Bakers to partner on the garage as they own the property where it will go. He also spoke to the developers who were working on the South Stadium apartment plans. The City is working to put in wiring for compactors while the water and sewer work happens. They talked to PG&E undergrounding the power lines at the same time. PG&E can't do the work for at least two years unless the City pays \$15 million so that likely will not be done at the same time.

IX. County of Fresno Update

No County Representatives were in attendance.

X. Public Comment

XI. Board Open Discussion/Reports from Board Members

Kliwer mentioned that construction has begun on the building he owns on Van Ness and will be a future bar, Moses McQueen's. He is hoping construction will end in December.

Weinert mentioned that WinCo is interested in Chinatown and is looking for 12 acers. This is something that should be discussed further.

XII. Adjournment

Kliwer

This meeting was adjourned at 1:41pm.

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