

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

August 16, 2023
12:00 P.M. – 1:30 P.M.

Frank's Place
1432 Fulton St

MINUTES

Present: Jackie Anaya, Scott Anderson, Conrad Moore Jr, Phil Kliewer, Mario Gutierrez, Councilmember Miguel Arias, Jayni Wong, Sevak Khatchadourian, Toni Tinoco, Tyrone Roderick Williams

Absent: Ashley Webster, Paul Nerland, Derek Franks, Jamin Brazil, Marlene Murphey, Edward D. Fanucchi, Richard Caglia, Mayor Jerry Dyer

Staff: Elliott Balch, Gloria Valdovinos, Luke True, Brian Kelly, Lara Agulian

Public and Guest: Lupe Perez, Veronica Stumpf, Ed Hill, Gregory Barfield

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

Call to order at 12:07 p.m.

II. Public Comment

There was no public comment.

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

Balch recommended that we amend out the Company Policy Handbook updates from the agenda.

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

IV. Approval of June 21, 2023 Minutes (action) **Kliewer**

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

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

Balch created a midyear budget to see where we fall for the rest of the year and it seems that we will maintain a balanced budget through the end of the year. On the balance sheet, the cash position is reducing due to the overpayment of \$507,100 from the City last year. We will have

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an unbalanced budget at the end of this year because a lot of our money came in last year as opposed to this year as assessment dollars. Balch is recommending that the board accept the financials while also officially acknowledging that the \$507,100 from last year is being used as part of this year's budget. This will make things reconcile at the end of the year.

Councilmember Arias asked who has not paid their taxes. We did receive a list from the City on delinquencies that Elliot will go through and can send out. There are both public and private owners on the list. He will be following up with those who have not paid and will work with the Councilmember on this. We want to thank High Speed Rail for their proactive take on getting their assessments paid. Tinoco thanked the DFP staff for their help.

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

VI. Midyear Budget Review

Balch

Balch mentioned this in the financial review. There are some revenue categories trending positive and some that are negative. The budget adopted last year reflected a \$40,000 surplus. This midyear budget projects a \$101,000 surplus, but that is subject to a guess of the remaining surplus and how the rest of the year plays out. Williams asked if there is a time frame of when we expect payments. Perez said that the County bills twice a year, April and October. The County puts a lean on a property after five years of delinquencies, though they do get late fees if unpaid during this time. Twice a year, City finance pulls a report of delinquencies that they share with us. Property owners will get their next bill around November. Then, it takes the County a few months to send the list and the funds to the City. DFP usually gets the assessment from the City around January.

VIII. Nomination Committee

Balch

Each year there is an election for the DFP around this time of the year. There are term limits and there are terms ending. The bylaws call for the chair to appoint a nominating committee to oversee the process. Those eligible do not have a term ending this year and Blach has emailed them already. It is not a big workload, but just making sure the election timeline makes sense and helping find good nominees. Tinoco volunteered to be part of the committee. From the emails, Councilmember Arias, Khatchadourian, and Franks showed interest. We need at least three to serve. Perez also volunteered at this point. That gives us four board members and

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Perez. Perez mentioned that we should make sure whoever we nominate is current on their taxes. Balch will reach out to those who have volunteered to be on the nominating committee after this meeting to get together. We do not need an action here as Kliewer has the power to appoint this committee and has agreed to those who have volunteered.

IX. DFP & DFF Operational Agreement

Balch

There is no action item here yet. The Downtown Fresno Foundation is a sister organization to DFP. It is a 501c3 public charity which is different from the DFP's 501c6 trade association. DFF can receive more grants and charitable contributions. They have a board and are a distinct organization. The ways we work together are implied, but not officially documented. They do not have any staff and there is no agreement on how funds would be dispersed when they do receive grants. Balch reached out to an attorney who does a lot of nonprofit work, and it will be affordable to draft something that can be brought to the DFP Executive Committee and the DFF Board for adoption. This will be important as we go after more grants and lean on DFF for that. We need to make sure there is overhead built into these budgets and there is a way to bill that. If either of us got audited, we need to have this in place. There will be more to come on this.

X. Clean and Green Committee Update

Balch

Graffiti was a big topic. Balch had a meeting on July 21st with the City and high-up, hard to reach graffiti was a topic there. Public Works rents a lift when this is a problem, but the question is how often this should be. Councilmember Arias asked if this is a problem now. There definitely is high-up graffiti and we will send a list to the City. Anya had this issue as well with high-up graffiti on her building. The City told her that they could not remove it, so she rented a lift, and her employee went up there to clean the graffiti. Barfield said that the City bought a bucket truck just for graffiti removal and should be able to reach semi high graffiti. He said there is no excuse for the City to tell Anya that the graffiti was her problem.

The Youth Job Corps Ambassadors with the City are out every day working with us to clean up downtown. We did respond to an RFP to operate the program, but the City is still indefinitely operating it for now. We continue to assist as needed and make sure shifts are covered.

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Trash compactors are still on the table, and we will discuss them in the Down-Town Hall meeting we are having tonight. Mid Valley will be at the meeting. Balch has looked at locations with them as well. There are complexities such as how we handle billing. Councilmember Arias stated that every major city has this so he knows that it can work. We just need to move forward with this. PD is working on more patrol presence. Barfield says that we should see more police presence starting the first weekend in September for downtown and all of Fresno.

Councilmember Arias would like a list of dead or missing trees so that they can replant them in the fall. Another thing that was discussed in the meeting with the City in July was street cans. They asked if they are all necessary and where the problem areas are located.

IX. Marketing and Business Development Committee Update

Balch

16 Façade grant projects, funded by the City, have been moving along downtown with Valdovinos at the helm. We have surpassed the 30K mark of Instagram followers and have a great amount of likes and engagement.

We are looking at parking fees and how we engage in that dynamic. There will be a meeting about parking during special events downtown. It has been a sore subject with the merchants in the area. We are seeing a lot of activity during ArtHop. Un-sponsored events, like ArtHop, have been discussed with the City to determine who is accountable for outcomes with security, alcohol, trash, and more. What would it look like if ArtHop was a sponsored event with improvements we could make and risk mitigation? This is something the committee will have to discuss along with the City.

Fulton Street Party is next Saturday, August 26. It will be the Valley's biggest music festival of the year and is being promoted on Visit California as a destination event. We have 50+ acts, 60+ vendors, a car show, 13 venues, a fashion show, a comedy show, and more. It really has something for all. The word is out, and we think it is going to be a great turnout.

Fiestas Patrias will also be back with partnership from the Fresno Area Hispanic Foundation, Councilmember Arias' office, and Univision. It will be Sunday, September 24. There will be changes to make it successful, bring in more people, and bring in more revenue. The merchants downtown have been asking for it as well.

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Councilmember Arias asked if we have revenue sharing from parking on big events. We do not, but it is in the MOU that we do not pay permit fees for Fulton Street Party. Visitors pay for parking, but the Barfield says that they cover the street closure. We are not sure about that, but the City does cover the parking fees and meter bagging. Councilmember Arias says that after this year, we should look into the revenue sharing for parking. The City allows the Grizzlies to control City owned garages and therefore they get to keep some of the revenue that parking generates. This is something that the City should extend to DFP as a nonprofit that throws events. The events are good for getting people out.

Wong brought up the question of street closures, especially in March when a big marathon downtown happens. She runs a tax business and March is tax season. They stay open on weekends during that time so this year she ended up having to park a few blocks away. Her walk didn't feel too safe with vagrants around. Is it possible to get passes to get her car through the barriers that day? She doesn't schedule clients to come in, but she does need to go in and get work done. Barfield says that all the special events citywide are going to be under one person now versus each district having their own. He knows there is a way to get this permit, but he needs to look into it. Wong thanked Barfield. Balch mentioned here that DFP had their roundtable with the City for Fulton Street Party earlier this same day. He is wondering if this is something we can do earlier the week before. Barfield said that they trust DFP with events, which is why this meeting was close to the event date, but he will try to get them earlier from now on.

Kliwer mentioned the big news that DFP started a TikTok. He loves the DFP marketing strategy now where we do not outsource it but do it through DFP staff. It is more organic, and it is going well. Balch mentioned that the staff and interns working on it are doing better work that any agency can do for DFP.

X. CEO/President's Report

Balch

We signed our new office lease with direction from the Executive Committee. That lease starts mid-October with our current lease ending at the end of October. We may also be able to move things in earlier. The new space is at 2020 Tulare in the TW Patterson building. We are not taking up Fulton storefront space. We will have two entrances and more space for signage. There will be a room big enough for this meeting even. We are talking to the City about our

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own parking, which has historically been free of charge. We are talking about what the right approach to that is. Right now, we park for free in the Brewery District thanks to Nora Monaco, but that only works if we are located next to it.

There is a website called the GreenfieldCoalition.org. It is a local group talking about how outward growth has impacted older neighborhoods. Balch has declined to talk about it on the record, but he felt to bring it to our attention as it is relevant. Downtown has experienced urban decay and that is what this coalition is talking about. Kliewer says he checked out the website and it is a local group actively trying to reverse urban decay. Balch mentioned that they are trying to highlight the impacts over generations of funding moving away from these older areas. We don't know where it is going to go at this time, so we wouldn't put our name on it as of now. It is brand new, the website just launched. Bob Nelson, superintendent of Fresno Unified, is part of this coalition.

Balch is working to submit a grant proposal to the Kresge Foundation through DFF. Kresge Foundation is interested in downtowns in general and inclusive and sustainable developments. The focus of the proposal will be for these kinds of developments, which assessment dollars will not be used for, including bathrooms or childcare. This is part of how Balch is diversifying revenue. The assessment budget is the base of our revenue, earned events revenue and grants are the extra we work towards.

The Down-Town Hall meeting is tonight, also at Frank's Place. Georgeanne White, the City Manager, will be here with updates. Mid Valley will talk about green waste requirements. We will float the trash compactor conversation and get feedback. Captain Landon is coming from PD. Councilmember Arias will be there. DFP will be giving our own update as well. Four other organizations will be there tabling, including Fresno Housing who want feedback from the community on what to do with their Fulton and Tuolumne site.

XI. City of Fresno Update

Barfield

Mayor Dyer is traveling this morning to visit our sister city in Munchen, Germany. They will be here at the end of October to do a bicycle summit at Selland Arena.

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MINUTES

Barfield is glad the roundtable for Fulton Street Party was successful. He will sign the permits tomorrow and it will be an official event. He will focus on Fiestas Patrias after that. There are also a couple of special events going on in the ballpark coming up.

Barfield is glad that we are excited about the Youth Job Corps Ambassadors. He also hopes that we are seeing the Public Works crew pressure washing in the mornings as they have been doing it more and more.

The DFP Kiosk at Mariposa is broken, and Barfield just wanted to let us know.

DFP has been trying to use and store the bollards from the City for street closure events. Barfield stated that along with the bollards, signage and training is needed for use. This would be a charge of about \$25,000 to get the signage required for large events such as, flags that say “no left turn” and arrows. The staff that use the bollards need to be trained to use them by Alert-o-Lite or other companies that conduct the training. Tioga bought all their own equipment and they store it at Chukchansi. Grizzlies can use it on H Street as that is approved already and their staff is trained. Our new office space is actually cheaper in the first year than our current space and has a bunch of free storage space. Having this storage space makes this a good time to restart the bollard conversation. Councilmember Arias asked if the City buys the necessary equipment and signs to use the bollards, would that cut the cost of Aler-o-Lite completely? Barfield said that we would still need a traffic control plan, but it would be easier as they have templates of those standard ones already. We still need someone who is trained to put the equipment out and bring it back in. Kelly is already looking into the training for DFP staff from Alert-o-Lite. The Brewery District has used Alert-o-Lite to train their staff. Councilmember Arias asked what the estimated cost is to close the street now. \$6,000 is about the quote now. In the past, storage space, staff and a lack of a special events team at the City, stopped us from being able to use the bollards, but now is the time to revisit. Barfield says that it might be good to start out with smaller events with a small footpath as that will need less storage. We can then see what DFP's storage and staff capacity is and grow from there. It would be great if we could do at least 80% of our events in-office. Councilmember Arias said that they can give the money for the signage if the equipment will actually be used. Balch said this is something DFP has been wanting for a while.

XI. County of Fresno Update

Hill

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1432 Fulton St

MINUTES

Ed Hill gave the update for the County as Nerland was not in attendance. They are still waiting on the final decision for Courthouse Downtown. They want it to stay in Courthouse Park, but there is no real timeline of when they will hear from the State.

XII. Board Open Discussion/Reports form Board Members

Anaya thanked everyone for their time and energy downtown as this was her last meeting. Everyone thanked her as well for all she has done. She stated that they opened Joe's Steakhouse at 831 Van Ness Ave in 2005 and have seen the positive changes over the years. She was glad to be a part of it. Her building has been sold to a Country Kitchen franchise from Bakersfield and they will be open for breakfast, lunch, and dinner. They are very motivated and will have a family member of the corporation running it. They only wanted to do breakfast and lunch, but Anaya convinced them to give it a shot to stay open late since they are near the Brewery District.

Perez mentioned that from September 16-19 the American Planning Association will be having a convention here. 2,000 people, if not more, will be here from all over the state. They will be all over Downtown for different events and sessions. They have plans to tour The Grand and the Brewery District. We should give a heads up to our businesses. Balch is leading a Fulton session for the convention as well.

Khatchadourian asked if there are any updates to the Mariposa Plaza construction. Councilmember Arias answered that they just awarded a construction contract on Thursday. It will start in fall, at the latest April, and be a 12-18 month construction. He will bring the details in the next meeting when that is all decided. They don't know if there will be any street closures, but hopefully the alley will be enough. Hopefully there will be more info in 30 days. Barfield stated that the Water Tower will also be under construction, so Events has that in mind when accepting future events.

Perez also talked about PG&E plans that were supposed to start in 2021 but had been postponed. All of a sudden, we saw signs for street closures even though there were no plans for it. Businesses have been calling the City about it too. The City has now been in talks with PG&E about it to make sure they do not shut down any full streets. The project involves trenching Fulton Street from Inyo to Fresno streets so there will be some street closure, but

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they are being cognizant to not disturb the businesses as much as possible. They are installing gas lines and upgrading some infrastructure in the alley. They delayed their project and now it is clashing with other plans. City's tree trimming contractor has also started early doing work now, even though it was supposed to be in the winter. Perez also wants to make sure that PG&E talks to the businesses and property owners as they will be impacted and there may be days they don't have services. The City is also working to make sure this is not happening during Fulton Street Party.

XIV. Adjournment – 1:06pm

Kliwer

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