

DOWNTOWN FRESNO PARTNERSHIP

Board of Directors

August 17, 2022

845 Fulton Ave

8:30 A.M. – 10:00 A.M.

Fresno, CA 93721

MINUTES

Present: Jackie Anaya, Cassey James, Jayni Wong, Conrad Moore Jr, Scott Anderson, Channelle Charest, Gregory Barfield, Derek Franks, Jessica Roush, Sevak Khatchadourian, Bhavneet Gill, Phil Kliewer

Absent: Jamin Brazil, Edward D. Fanucchi, Ashley Webster, Marlene Murphy, Mario Gutierrez, Rich Caglia, Paul Nerland, Bob Gurfield,

Staff: Jimmy Cerracchio, Lara Agulian, Jazzmine Young

Public: Salvador Espino, Lupe Perez

I. Call to Order/Establish Quorum	Roush
Call to order at 8:35 a.m.	
II. Public Comment	
No public comment	
III. Approval of Agenda	Cerracchio
James motioned to approve, second by Kliewer, motion approved	
IV. Approval of June 15, 2022 Minutes	Cerracchio
Anaya motioned to approve, second by Wong, motion approved.	
V. Financial Review	Cerracchio
On page 2 of the financial report, not much has changed from the last reports. There is reduction in \$114,000 in the general account due to normal administrative and payroll	

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expenses. In the actual vs. budget on page 4, we are still waiting on the PBID revenue check from the City. Perez stated that they are in the process of changing their systems, which has led to a delay in processing. The City is hoping to have the check by next week.

Kliwer motioned to approve, second by Moore, motion approved.

VI. Nomination Committee

Cerracchio

The nomination process for the DFP Board is beginning this month. In zone 3, Roush and Gurfield are terming out and Khatchadourian is up for re-election. Gill, Charest, and Franks are up for re-election in zone 1. Moore and Caglia are up for re-election as community members. Cerracchio put out a call to volunteers to be on the nomination committee. James asked what kind of commitment it would take to be on this committee. There will be about four short meetings to review letters and the nomination process. We would also ask that the committee work to find good members for the board. Nominations are due on September 15 with a meeting on the 16th. Ballots will be mailed out September 19 and will be due October 12. The results will be ratified during the December board meeting. James, Anaya, and Kliwer volunteered to be on the committee with Perez as a voice from the City.

VII. President's Report

Cerracchio

The PBID passed its renewal in July. 50% of ballots were returned with an 85% yes vote. The resolution is at the County. The MOU was at council last week and was approved. The lease on DFP's office is up in April 2023 and we will be working with the Executive Committee to see if we stay in our current office or move.

There have been some concerns with ArtHop as it is bringing illegal vendors and those selling alcohol and unlicensed foods on the street. David Rodriguez from the City is working to schedule a meeting with different entities including DFP, the Health Department, Code Enforcement, ABC, and others. They will discuss how to handle these issues, mainly giving out warnings and education for vendors. The crowds are growing, and we want to keep them safe.

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Agulian has been working with the City, Fresno Neon Signs, and DL signs to get the light pole banners up on Fulton. The City did not want any holes drilled in the poles, so Neon Signs came up with a solution that we should be testing soon.

DFP has been short staffed on ambassadors as one was on a leave of absence, but he will be returning soon.

DFP will be working with the Fresno State Design Program again this year. The program has students reimagine downtown. The director there also wants to create a digital 3D twin of downtown that can be an open source resource.

CVS announced that they are closing. We will talk to Perez to see what possible replacements can be brought into that space. The Convention Center hotel broke ground so we anticipate more information on that soon. Plant Slayer has opened at the Galleria. We are helping The Valley plan a grand opening for September 1st. Bone Dry Sober Bar and Brimstone and Bourbon and working to open within the next few months. Modernist is working on a new bar in the space next to them. Huong Lan is still working to open. The Brewery District will get a new BBQ place in the open lot where the mural is and a Whiskey Bar in 701 Fulton.

Kliwer asked if there is any actual month to month info and stats for ArtHop. There is not actually data, but we know the vendors and crowds are growing from observation and from the amount of trash that is produced. The ambassadors are the ones picking up the trash each month.

Kliwer asked about the historic light poles and if they can be painted a different color rather than gray. He also asked about artistic crosswalks to give downtown a vibrancy and color that matches the crowd and vibe here. We can consider this as a DFF project instead of a mural grant. James said she will put it on the Clean and Green committee agenda.

The City funded closing streets for an event for July 4th so families can watch the Chukchansi fireworks from outside the stadium. The event was thrown together in a week and we did the trash pickup. We are hoping for a bigger and better event next year with more time to plan.

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Fiestas Patrias is still being planned for September 17 and we are still in charge of the logistics. Upcoming we have Fulton Street Party on October 22 and Christmas Parade in December. Beautify Fresno had a successful citywide cleanup on August 6th. We handled the downtown with about 100 volunteers and 6 groups cleaning up in downtown.

VIII. Clean and Green

James

Mid Valley has been giving DFP more locks and has been replacing street can liners as some have been damaged and burned. They are also working with Mammoth Mall to increase the dumpster size or pick up schedule as it has not been big enough to handle all the business within. The Californian has been leaving their dumpsters unlocked during the day for their residence use, but they do have someone staffed for it. With DFP and Beautify Fresno there will be someone there to clean up events downtown.

Almaguer, the new Parking Director at the City, attended the Clean and Green Meeting with a parking update. They want to get new stickers with better adhesive for the meters and with the information in multiple languages. She has been working to train her staff and she herself is going to Sacramento to see how they operate.

The Planter Program has come to an end. They were able to award everyone who applied at least one planter. One business did end up dropping out so they will rehome one planter. The businesses are now turning in their insurance and design info to the City for approval. Once approved, the City will deliver the planters. There are seven planters by CVS that could not be moved so they are working to find someone to adopt those planters and care for them. Young had spoken to Tioga-Sequoia Brewery and they are interested in adopting those planters.

IX. Marketing and Business Development

Charest

JSA is working on updating visual content and revamping visual media. They gave us a campaign update and are now homing in on better results with more interactions and looking at target demographics. JSA is also working on the map for the Kiosk by the Radisson.

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Young updated us on the Stay Here Grant, which has ended. \$21,000 has been given to 10 businesses. Six of them have already requested the checks for their projects and four are still waiting to start. The grant was given to existing businesses who are working on the next steps of their businesses with expansions or upgrades. Chicken King was one of the recipients and they did a spot in Central Valley Today and got money to create a patio space outside their restaurant.

X. City of Fresno

Barfield

The MOU on baseline services has been refreshed. The downtown patrols are fully staffed with bike patrols and more officers. They are looking to into alternative vehicles and hopefully will get them soon. There was car vandalism at Fed and Civic Center Square, but the perp was picked up last Thursday. The South Stadium Housing project is back on the agenda and will be discussed in Thursdays council meeting. It now is purposed to have over 90 units. The Radisson is still in negotiations in escrow for a lower price considering all the renovations that need to be made. Almaguer's visit to Sacramento is this Friday.

XI. County of Fresno

Espino

Espino gave the county update in place of Nerland who was unable to attend. The County Recorder office at 1250 Van Ness is now open. A ribbon cutting is taking place on September 22 at 11:00am. County Jail is looking to be completed by the end of the year. The County Courthouse in the State budget will take a number of years but is permitted to stay in downtown. Espino gave his office number at 559-600-1228.

XII. Comments

The discussion turned back to painting the light poles. The City would have to approve the painting and design. Perez also mentioned painting the electric boxes with PG&E. DFF does want to step up fundraising.

Katchadourian asked if City Hall and the Planning and Zoning Department were open and they are. He also expressed concerns about ArtHop. He said he does not see enough art and it

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looks like an outdoor swamp meet. His tenants have complained of vendors blocking the building and random vendors showing up. He asked who runs the event but there is no one person or entity. The Arts Council handles the indoor venues, while DFP works with Mas Fresno and a community organizer for Mariposa Plaza and Kern Plaza. The rest of the vendors are there without permission and is part of the reason for the big meeting that is being set up for ArtHop. Cerraccio asked if Katchadourian would like to be at the meeting as well as a property owner and a Board member and he agreed.

Adjourn – 9:20 am