

# DOWNTOWN FRESNO PARTNERSHIP

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## Board of Directors

August 18, 2021

Haron Jaguar Conference Room

8:30 A.M. – 10:00 A.M.

2222 Ventura St, Fresno, CA 93721

### MINUTES

**Present:** Jessica Roush, Hilary Haron, Bhavneet Gill, Cassey James, Conrad Moore Jr, Derek Franks, Scott Anderson, Phil Kliewer, Marlene Murphy, Jackie Anaya, Jayni Wong, Sevak Khatchadourian and Chanelle Charest.

**Absent:** Ashley Webster, Bob Gurfield, Eddie Fanucchi, Jean Rousseau, Tommy Esqueda, Richard Caglia, Mario Gutierrez

**Staff:** Jimmy Cerracchio, Jazzmine Young, Courtney Ramirez

**Public:** Yahaira Figueroa, Dan Zack

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|---|-------------------|
| <b>I. Call to Order/Establish Quorum</b>  | <b>Cerracchio</b> |
| Call to order at 8:35 a.m.  |                   |
| <b>II. Public Comment</b>   |                   |
| None.   |                   |
| <b>III. Approval of Agenda (action)</b>   | <b>Cerracchio</b> |
| Motion made by Anderson, Kliewer seconded.  |                   |
| <b>IV. Approval of 6/16/21 Minutes (action)</b>   | <b>Cerracchio</b> |
| Motion made by Anderson, Wong seconded.   |                   |
| <b>V. Financial Review (action)</b>   | <b>Gill</b>       |
| Motion made by Haron, Anderson seconded.  |                   |
| <b>VI. Fee for Service Initiative</b>   | <b>Cerracchio</b> |
| The DFP has received requests to do marketing, etc, for others within. By our bylaws and management plan we do not offer these services but in other Downtowns there are fee for service agreements for those outside of the PBID. The board would like to move forward |                   |

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with it, so the draft of the agreement will be sent to the attorney for review. Afterwards it will be distributed to the potential businesses.

Haron made a motion to approve the action, seconded by Kliewer.

#### **VII. Nominating Committee** **Cerracchio**

Phil Kliewer, Chanelle Charest and Jackie Anaya have volunteered to become the nominating committee for the upcoming year's board election. Motion made by Gill to approve, seconded by Kliewer.

#### **VIII. PBID Renewal Update** **Cerracchio**

There have been a few snags with setting meetings up and responsiveness from property owners. Cerracchio will engage the help of a few board members to do outreach, and is scheduled to present to the city council tomorrow morning, and a meeting with Congressman Costa resulted in his promise for support in gaining signatures.

#### **IX. President's Report** **Cerracchio**

There are several development updates including Reza Assemi's projects on Fulton and near Van Ness. Mehmet will be moving soon on the Inyo and Fulton Project. The Rec Room should open shortly, as well as DAB Tacos. The White House project is moving forward, and we have had many inquiries on restaurants and nightlife. Fig and Honey Lavish Grazing has had their soft opening. Convention Center events are returning and they will be added to our event calendar.

Per the Hardy's theater, we had been in contact with city staff prior and are in contact now. Dan Zack from the City noted that the project did get a permit for exploratory demo, and when the city toured, it was clear they had demoed more than they were approved for. Unfortunately, the city can only catch these issues after the fact and figure out what punitive measures to take. The City is working on what punitive measures to take. Zack confirmed they acted illegally.

Cerracchio shared that the Fulton Street Party is set for November 20<sup>th</sup>, and the Christmas Parade is set for December 11<sup>th</sup>.

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Art Hop has been busy and we are continuing street closures. There has been a lot of walking up and down Fulton during the event. The clean up day on August 14 was a success.

Per the trash compactor program, we are waiting on legal input from the city.

#### **X. Clean and Green**

**Cerracchio**

During the security portion, it was shared that dumpsters will be replaced with locking green dumpsters. All businesses should keep an eye out for this switch. The city has started cleaning alleys and will continue with Congo and Homerun alleys which are most traveled, especially during the Grizzlies games. Ace Parking confirmed that the cleaning schedule has been updated. The Adopt a Planter program is closer, and we have received an agreement with the city.

Kliwer asked about the fountain maintenance on Fulton. Zack noted that FresGo should be responding and Cerracchio confirmed they are, but the maintenance is excessive. Zack stated that the money to pay for the moving was through a federal grant, and there may be other programs available.

#### **XI. Marketing and Business Development Committee**

**Charest**

The committee received a presentation from JSA, and shared results from the marketing campaign. We are looking for ways to coordinate shared marketing of the region with other parties. The advertising is promising. With events, Charest asked if calendar would be adjusted since the community is at 90% hospital capacity. Cerracchio said we would continue to plan and only cancel if need be. Ramirez added that a two page stakeholder toolkit and videos would be sent to the board. Haron asked if there was a spin the wheel option for lunch to include on the website. Ramirez will explore options. The Christmas tree will be back in Mariposa Plaza this year, and will be compensated for as construction progresses.

#### **XII. City of Fresno**

**Figueroa**

Zack stated that the city toured Hotel Fresno and saw progress. The end of 2021 is the target, and it will include 79 units (all affordable). The cannabis licenses have been sent, but the Sun Warehouse in downtown didn't make the cut so there are other plans for that space. Marriot Hotel will be breaking ground in September with 218 rooms, and retail space on the ground

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of 1100 sf. The Broadway building will be converted into housing. Ed Kashian is working on Van Ness and Stanislaus housing, and will submit for building permits with a goal of starting in March 2022.

#### **XIII. County of Fresno**

**Rousseau**

Skipped due to representative being absent.

Adjourn – 9:28 am