

## DOWNTOWN FRESNO PARTNERSHIP

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### Clean & Green Committee

June 14, 2023  
8:30 A.M. – 10:00 A.M.

Downtown Fresno Partnership  
845 Fulton Street

### AGENDA

## DOWNTOWN FRESNO PARTNERSHIP Clean and Green Committee

June 14, 2023  
8:30 AM. – 10AM

Downtown Fresno Partnership  
845 FULTON STREET

### AGENDA

Location: Downtown Fresno Partnership, 845 Fulton Street  
also on Zoom as follows:

<https://us02web.zoom.us/j/88300066417?pwd=L3NyMFV6dXY3b0d2clNXenFTZHlxZz09>

Meeting ID: 883 0006 6417

Passcode: 033163

- **Present:** Christian Horta, Anthony Nicacio, Melissa Almaguer, Lupe Perez, Mark Standriff, Jeffrey Maxis
- **Staff:** Elliott Balch, Gloria Valdovinos, Brian Kelly, Luke True
- **Public:** Maribel Garcia, Jeff Wolff, Jonathan Morris

I. **Call to Order** – The meeting was called to order at 8:35am.

#### II. Clean

- a. **Ambassador Report** - Kelly reported that the ambassadors have shared informational flyers with the businesses regarding the state law, SB 1383, that will be going in effect January 2024. Ambassadors are keeping in mind businesses that are food generators and having them reach out to Mid Valley to find out what they need to do to stay in compliance, also reached out to businesses that need to be exempt which is the majority of businesses in Downtown, so that they can avoid being charged a service that they do not need. Ambassadors are staying in contact with Mid Valley to ensure the business owners are reaching out. Balch mentioned that in a month or two DFP will organize a meeting with property owners to discuss a handful of issues and give the opportunity for people to hear directly from police, the parking director and more on what they have been working on. Kelly also added there has been discussion about a night team for code enforcement. There is a lack of presence from code enforcement during Art Hop and there were many ADA compliance issues as well as many outside vendors not providing their own trash receptacles. Kelly also mentioned there being a huge graffiti issue after Art Hop. Balch mentioned a list of items he will soon be discussing with the City Manager that include unsponsored events and how to find ways to patrol them. The hope is to have YJCP staff be scheduled for special events in Downtown to help manage the trash. DFP submitted their RFP response for the YJCP, and they expect the current YJCP with DFP agreement to continue through the summer. There are concerns with lack of training of new city cleaning team when it comes to human hazardous waste.

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#### PBID Management Plan

Environmental enhancements will include ambassador services and private security patrols to improve both reality and perception of public safety, streetscape and signage to make downtown more attractive, a trolley service, and parking management initiatives to better utilize existing parking and plan for future needs. Three categories of ambassador services are provided: clean, safety, and hospitality. Hospitality ambassadors will be provided in all three zones. Clean and safety ambassadors will be provided to parcels in zones 2 and 3 only.

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There is a current increase of human waste on sidewalks and other parts of Downtown and Kelly is not too sure who is responsible for the clean-up. Almaguer mentioned later in the meeting that she had a biohazard contact that she uses and so she will forward that information to us and Perez to look into.

- b. **Garbage** – Kelly suggested there be a waste assessment be done by Mid Valley to ensure the businesses have a adequate and well-timed trash pick-up that is most suitable for them. Horta with Mid Valley stated they are aware of bins being damaged and they are being damaged frequently, faster than they can switch them out, states it is not sustainable for anyone, so they are looking for ways to make them more durable as well as working with DFP to find ways to hold businesses accountable when it comes to securing their bins. He also mentioned if DFP can communicate with event holders to let them know they need to get the appropriate trash service that is sufficient for the events they are hosting. Kelly also brought concerns about brick-and-mortar businesses and their activations on weekends that bring a big influx of crowds that cause their trash bins to overflow. Balch would like to get data on how many of these businesses are having these issues. Horta stated Mid Valley has the ability to track trash overloads and the trash truck in Downtown has a system where they take pictures (will confirm with his team to ensure this is happening) and after three consecutive overloads they have the ability to increase the services automatically due to them needing additional services, if business does not want to cooperate they get code enforcement involved. Horta will begin developing that list and share it with DFP. Perez would like to hold a meeting and show property and business owners the trash compactors Nora Monaco has installed to be able to share with them the benefits of investing in one.

- III. **City Youth Job Corps Program Ambassadors – RFP** – DFP submitted their proposal to manage worksites under the YJCP Program where one can apply for up to \$300,000 for 6 months, Balch is unsure if there will be other resources available for Downtown. Perez gave some updates on the current YJCP program, she mentioned that the YJCP has been keeping up with graffiti especially at the Spiral garage which is where they see the most graffiti occurring. Garcia with YJCP chimed in and stated that just last week they cleaned up 700 pieces of graffiti. Perez noted that she has been keeping track of trash pick-up beginning May and last month they collected 1800 tons of trash, on weekends they pick up 20-30 bags daily. She said many businesses have not been locking up their bins for a variety of reasons and some have bins that are too small for the trash they produce, would like to work with Mid Valley on addressing these issues.

#### IV. Green Updates

- a. **Beautify Fresno** – Standriff noted that the Great American Clean Up had a record-breaking number of volunteers and their Downtown Fresno location was the most popular with over 160 volunteers and a waitlist. Multiple events outside of Downtown occurring through the summer, on Saturday August 5<sup>th</sup> the Mayor City Wide Community Clean-up will be taking place and the hope is to do 4 big cleanups, one that includes Downtown, the meet up location being the Mural District as they had a good response in that area the previous years. In addition, they will be inviting people to create their own groups and choose their own locations to clean up and Beautify Fresno

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will provide the supplies. Participants will get free tickets to the Grizzlies Game that night as it is Beautify Fresno night. Standriff commented that he is sure the power washing is in the budget and public works will be the ones handling it in Downtown and it is a separate thing from the RFP mentioned above. He also mentioned there is a significant amount of money under Business Corridor Support that's available and Standriff would like to get some feedback from DFP on ideas and ways we can have more support when it comes to trash during increased activity. Standriff would like to be invited to the community meetings happening in the future so he can have someone from recycling come down to explain what they're looking for with SB 1383.

- b. **Planter Program** – Last update is we are still waiting on the City Attorneys Office for an alternative as many businesses did not reach the insurance requirements, Perez mentioned she is on it and is trying to get the requirements reduced, she will follow up with any updates.

#### V. Parking Report

- a. **Bulk Buy Parking Passes** – DFP staff created a survey to see the interest in parking passes per structures Downtown, although flyers and emails were sent out there was not a heavy response. Perez suggested reaching out to a handful of individuals who had reached out to her in the past but for some reason did not fill out the survey. Valdovinos will connect with Perez on the matter.
- b. Almaguer stated she has begun working on the Master Fee Schedule with a consultant although any changes would not go into effect until the next fiscal year. Almaguer also mentioned she anticipates her budget request for higher security in the parking structures will get approved. Her team is also working on auditing the meters to make sure they are all working and have the park mobile information sticker; she expects that to be completed by the end of this month or the middle of the next. They are also going up to bid soon for video surveillance in the garages, it will take some time before it is implemented but it is in the works. Balch offered his support for Almaguer's budget proposal and let her know DFP is here to assist with support where needed.

#### VI. Security Report -

- a. Recent Incidents
- b. Police Resources
- c. Fresno Madera Continuum of Care

- VII. **Comments** – Balch shared with the committee market research data that shows 1.5 million visits by 557,300 unique visitors to Fulton Street from May 2022- May 2023. Noting that 59.9% of Fulton came directly from home or Chukchansi Park and 52.4% of visitors to Fulton next went home or to Chukchansi Park with visitor levels highest on Saturdays, followed by Thursday, Friday and Sundays. Balch also shared that DFP received a few RFP responses as they are looking for a new office to better suit the company's needs.

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VIII. Adjourn – The meeting was adjourned at 9:55am

Next meeting: August 2, 2023

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