

DOWNTOWN FRESNO PARTNERSHIP

Clean & Green Committee

Wednesday, Apr. 1, 2020
8:30 A.M. – 10:00 A.M.

Downtown Fresno Partnership
845 Fulton Street

MINUTES

- **PRESENT:** Cassey James, Yahaira Figueroa, Jay Fowler
- **STAFF:** Jimmy Cerracchio, Lee Blackwell, Courtney Ramirez

I. The meeting was called to order at 8:33 AM.

- Cerracchio made a motion to approve the minutes, seconded by Figueroa.

II. COVID-19 Updates

DFP: The Downtown Fresno Partnership is non-essential, so there are currently no Ambassadors on the street. Ambassadors are helping with merchant outreach, gathering info on who is open, hours, etc. Increasing overnight security patrols back to 8 hours per night during the Shelter in Place order (same schedule as before the budget change last year in 2019). Police are shifting their resources to night time hours, since less activity during the day. Cerracchio has concerns about the 6 pm –10 pm hours, since there are less eyes on the street at that time. Police are trying to get bike patrols out. Cerracchio said he has noticed Increased numbers of homeless. Police are monitoring. Security and police will help mitigate their presence. There have been multiple break-ins and acts of vandalism in the last week. The continuing problems with break-ins at 860 Fulton are a concern. Police and city aware of issues and monitoring them. Last month, homeless were found living in the building. Cerracchio is concerned of fires started inside burning down the building.

Staff is reaching out to businesses, getting info on who is open and finding ways to help promote them through social media, promotions. Staff is also sharing assistance information through emails and website including financial assistance, webinars on how to handle human resources, etc.

DFP preparing to launch Gift card promotion to encourage people to patronize open businesses and shop as soon as the shelter order is lifted. Ramirez discussed details of ongoing social media outreach.

City of Fresno: A 750 K microloan program was approved by council and COF will keep us posted on the details as they become available. Fresno EDC, Chamber, COF has business resource response team available to help businesses. The City of Fresno has a business toolkit to guide businesses during the crisis. COF is connecting with merchants sharing info on SBA loans, paycheck programs, but much is developing.

Figueroa is reaching out to property owners for potential emergency COVID-19 locations – must be shovel ready, 1 AC or more. Please send to Figueroa for outreach.

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Small Business: As a small business owner, James spoke to adapting in a short period of time. For small businesses, resharing and liking on social media is important as well as shopping online where you can. Ramirez confirmed that PBID plus adjacent downtown businesses can tag the downtown accounts to be reshared. Intern team is monitoring and resharing.

III. **Clean (Ambassador Report, Garbage, Landscaping) –**

Trash (pounds collected January to March):

2019 - 3,350 lbs

2020 - 2905 lbs

Graffiti (removed between January to March):

2019 - 564

2020 - 377

Trash focuses – recently the City of Fresno put out notices for city code enforcement. 2-3 years tracking dumpsters etc. City finally enforced but recently found out that the enforcement is for not just Fulton corridor but PBID wide, what we have started to do is tracking more dumpsters in the other areas so we can do the same services and monitoring that we do on the Fulton district. 8 dumpsters were outfitted with cordless gravity lock system. It has been a reliable tool so far. Blackwell – Mid Valley picked 8 locations based on the businesses that reached out. Fowler explained that he believes that there is an initial charge within the contract but that Mid Valley are absorbing it. Cerracchio and Blackwell developing cleanup plan as soon as staff returns.

IV. **Fresno City Planters & Fountains –**

Lee had not seen much servicing being done to fountains but it could be due to COVID. All fountains were running within 2 days of this meeting. Yahaira checking to see if Fulton crews are still maintaining during Shelter in Place. She believes they are. Cerracchio followed up on information adopt the planter program. Businesses would adopt a planter and the businesses would do their maintenance. City owned planters, Figueroa will update after briefing Lupe Perez. James concerned about three planters at Fulton and Tuolumne. She asked if they can be serviced. Figueroa will check with city officials

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- V. **Security Report** – Jimmy reiterated that there have been multiple break-ins, broken windows, and other situations – we are getting ahold of business owners and property owners to notify them. This has been the biggest thing but police are aware.

- vi. **Parking Management** – Cerracchio per Thomas at City of Fresno – they still wanted to keep parking access to businesses so meters are in effect. DFP worked with parking department and restaurants to bag meters as loading zones to create pick up areas for restaurants. This is available by request. The parking garages are open and free. CIS security is still patrolling the garages at night, but SP+ will have no staff there during normal operating hours.

- VII. The meeting adjourned at 9:02 am.