

Downtown Fresno Partnership

Executive Committee

Tuesday, April 9, 2024
12:00pm – 1:30pm

Downtown Fresno Partnership
2020 Tulare St

Minutes

- **Present:** Phil Kliewer, Toni Tinoco, Mario Gutierrez
- **Absent:** Jayni Wong, Sevak Khatchadourian
- **Staff:** Elliott Balch, Lara Agulian, Gloria Valdovinos, Rowell Reyes
- **Public:**

I. **Call to Order** – Meeting was called to order at 12:04 pm Kliewer

II. **Approval of Agenda (*Action*)** Kliewer

Motion made by Tinoco, Gutierrez second, motion approved unanimously.

III. **Approval of the February 13, 2024 Minutes (*Action*)** Kliewer

Motion made by Tinoco, Gutierrez second, motion approved unanimously.

IV. **Review February 21, 2024 Board Minutes** Kliewer

Agulian mentioned that she did not get the name of the public attendee from Fresno Unified School District. She noted their presence by naming Fresno Unified School District and the committee felt that was acceptable.

V. **Public Comment**

No public was in attendance.

VI. **Acceptance of the Financial Report (*Action*)** Balch

We are continuing to implement the treasury strategy in the assets in the balance sheet. The first PBID assessment check for the year came in at \$497K. Balch also just ran the first payroll with all of the new ambassador staff, which will be reimbursed by the City as part of the One Fresno Youth Job Corps Program. Kelly has been the one overseeing most of the program on our end, including the reports for the reimbursements. Our timekeeping program Gusto has been a great tool as it allows for onboarding and tracking with documents as well.

We do see the interest coming in from the CD at Bank of the Sierra and from the money market from Valley First Credit Union. Our fixed assets went up and that is mostly due to the new golf cart. This report will keep changing to fit our new way of tracking dollars. The total equity of

1.22 million is the right amount.

For the P&L report, we have only had one event this year so far, but more are coming in the next weeks. We will have more related costs at that time. The comparison to last year won't make as much sense since we did restructure the tracking. Along with the PBID assessment, we will also get about \$149K with the Kresge grant this year and will get money in from a contract with County Public Health. We will be showing how we use the percentage of funds to match up with the PBID plan.

Motion made by Kliewer, Gutierrez second, motion approved unanimously.

VII. Prop 47 Reform Position

Balch

Prop 47 was passed in 2014. This has allowed for repeat offenders to be charged as only misdemeanors, so they keep being released. As we see many break ins downtown by repeat offenders, such as at Umi Sushi, GGs, Toshiko, and more, this has been an issue for downtown businesses. Many other downtowns have also been experiencing this. There is a petition out to reform Prop 47. In talking with Lisa Smittcamp, Balch knows that they have enough signatures to get on the November ballot. Some changes will be that offenders will be charged with felony on their third offense and there will be more deterrents to drug use. There will be more consequences for crimes, which is import to the downtown area.

The District Attorney Association is sponsoring this reform and with all the signatures collected, the legislation cannot be changed. Balch just wanted to be prepared if anyone asks DFP to take a stance. The committee agreed that we should just hold off for now and see what happens in June when we will revisit this.

VIII. RFPs in Process

Balch

a. Retail Brokerage

The response to this RFP were due on April 1st. A committee comprising of Rick Roush, Robert Ellis, Jordan Sanchez, Toni Tinoco, and Khatchadourian reviewed the three submissions. Two have more experience in local work and one, David Weinert, is more national with experience at Westfield. Weinert does come with a high price tag of \$30K a month and believes the work will take 3-4 years. Balch wants to negotiate his price as he does seem like the best option. He is coming to talk with the committee, Mayor Dyer, and he will be attending the State of Downtown. He did attend our last board meeting and will be attending our next one as well. He has been in contact with Khatchadourian and Balch before the RFP. He believes outlets would attract non residence as well. The focus for this work will be to fill all the larger spaces with anchor retail, selling them as a package.

It was mentioned that whatever comes in needs to be unique, for example an Ikea. There are no other outlets in Fresno so this could be a draw as well. We need to do this work

concurrent with the infrastructure work and Weinert would be solely focused on Downtown Fresno. This committee is able to sit in on the meeting with him next Thursday from 9-11am. He will also get commission but there may be a way DFP gets a percentage as we brought the broker in.

b. Ice Rink

Responses for the Ice Rink RFP are due next Monday. The past vendor has been in touch and has been helpful. We have one proposal submitted and believe there will be more. The City is aware of all of this and is focusing on logistics. We were not sure what the state of the Mariposa Plaza would be so we planned to do the Ice Rink in Lot 6 but there is insufficient power there. The City is now planning to have the plaza ready for the rink with the backup location of the Helm parking lot as that is where the power is. Our YJCP ambassador program runs through September 4 so there may be a new ambassador program to have them run the rink. There is a committee for this as well called IcePak with community partners. There may even be extra event dollars from District 3 that can be put into this.

IX. CEO/President Update

Balch

a. City Ambassador Program

We have hired 18 ambassadors as part of this program. We will be reimbursed for the equipment and wages by the City. They have been a wonderful group full of energy, a desire to learn, and a growing passion for Downtown. The committee agreed that this was also due to the DFP staff all around as we have a positive energy as well.

b. Measure P

We put in six applications for Measure P being managing ArtHop, for our core cultural events, a mural project with Fresno City College, mini grants for event organizers, a City public art mural at the Spiral Garage, and for the Ice Rink. We found out only one application was allowed, but that was never specified anywhere so we still went ahead and applied for all. We have heard that other organizations have applied for multiple as well. We should learn more soon.

c. Japan Trip

Balch attended a trip to Japan with the City and High-Speed Rail to see their stations. They had a meeting with the National Ministry of Infrastructure. They also went to Shizuoka and felt that it was more comparable to Fresno as it was a smaller city. They observed the station and what was around it such as parking, the businesses, and the bus routes.

d. Bookkeeping Work

Agulian has been taking on more on this front and has been attending meetings with Balch and our bookkeeper. Having someone internally have a grasp on this will be helpful and we may eventually grow this position further as it would also be helpful for DFF. We have been underspending the Kresge funds so we may see if we can use it for this purpose along with the retail brokerage. This way we can approve internal controls and be audited to show fidelity to the management plan.

X. Board Open Discussion

Balch

No comments were made.

Adjourn – The meeting adjourned at 1:20pm.

DOWNTOWN FRESNO PARTNERSHIP

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