

DOWNTOWN FRESNO PARTNERSHIP

Executive Committee

Thursday, April, 13, 2023
8:30 A.M. – 10:00 A.M.

Downtown Fresno Partnership
845 Fulton Street

Minutes

- **Present:** Jackie Anaya, Jayni Wong, Phil Kliewer, Scott Anderson
- **Absent:** Channelle Charest
- **Staff:** Elliott Balch, Lara Agulian, Gloria Valdovinos
- **Public:**

- I. **Call to Order** – Meeting was called to order at 8:30am Kliewer
- II. **Public Comment**

No public in attendance
- III. **Approval of the December 2, 2022 Special Meeting Minutes (*Action*)** Kliewer

Motion made by Scott, Wong second, motion approved.
- IV. **Approval of the December 8, 2022 Minutes (*Action*)** Kliewer

Motion made by Scott, Wong second, motion approved.
- V. **Approval of the December 12, 22 Special Meeting Minutes (*Action*)** Kliewer

Motion made by Scott, Wong second, motion approved.
- VI. **Approval of the February 10, 2023 Special Meeting Minutes (*Action*)** Kliewer

Motion made by Scott, Wong second, motion approved.
- VII. **Acceptance of the Financial Report (*Action*)** Balch

Wong, as treasured, took a look at the financial report that Balch sent over. We are trending higher in Accounts and Booking than what was budgeted. We have outsourced the accounting since Jordan Sanchez took over as interim CEO and that is helping us sort and keep up with things. It has also helped organize and record things correctly in Quickbooks. Personnel will also be higher than what was budgeted. Balch wants to bring a new and updated mid-year budget to the June board meeting that can reflect

structural issues.

The last PBID check from the City in 2022 was way higher than usual. This seemed to be correct and the extra money seemed to be from delinquent payments. That is now not the case as the City said they made a mistake in that payment. The City has never created a way to correctly account for the money that comes in and all of the money, even the PBID money goes into the same general account. The extra \$507,100 that we received from the City was actually part of another sale the City made that has nothing to do with DFP. With these mistakes, we are not asking to City to shore up their accounting process. There is no way to know if they have made mistakes in the past as well when giving us our PBID checks. Phil Hardcastle at the City is working with us now and does want a better system in place. We are also asking them to help us collect delinquent payments. They use an outside company to send letters for payments and we want them to do that for the PBID as well. This extra funding does not appear to be part of the budget now as \$826,000 was budgeted for 2023, not the \$1.3 million. Decisions were made, though, based on having these extra funds do this has not been ideal. If they don't get their books in order, we can't fully trust what is given to us and will need to have audits each time. When Balch meets with them today, he will bring this up.

Motion made by Kliewer, Anaya second, motion approved.

VIII. CEO / President Update

Balch

In organizational news, there is quarter million in a money market at United Security Bank, but the signers on it are outdated. The board needs to adopt updated signers. Balch wondered if there has ever been stated documents on when DFP goes to the board depending on how much is spent. Our bookkeeper, David, has found errors in our employee handbook with policies. For example, the handbook states we only offer health insurance, but we need to be specific that we also offer dental and vision. We will bring an updated handbook to the June board meeting.

Balch has also been looking into 501C6 and 501C3 nonprofits and how they work together. As of now, there is not connection between DFF and DFP, but with grant funding, DFP should be leaning on DFF. They would support each other. He is trying to create a structure what ties us together. The Chamber has this same set up. Balch wants to get ahead of this as more grants come in. Kliewer said it is great that we have the DFF group and that they have less restrictions, but more synergy between both would be helpful. We are stronger together. Assemblyman Costa was in contact with Balch and wanted to earmark funding. Balch put in two requests. One was for over-street banner poles and the other was to help us build out a value added office facility with bathrooms, childcare, and more. The money would come from a place that can only go to a C3, which would have to be DFF. DFF will have to reconstitute. Kliewer mentioned that there will have to be game plan for a grant writer within DFF is Sanchez were to leave.

The DFP golf cart was stolen. We have insurance with a \$500 deductible so Balch is

looking into if that would be worth it to report. We do have the need to better secure our equipment, but that cannot be done in our current situation. Our lease does end at the end of this month. Balch is looking into other office spaces, mainly Robert Ellis' space at 1025 Fulton. It has a loading dock in the back with rolling doors, a mezzanine, and open space on the ground floor. There are tenants there now who are leaving in June when their lease ends. There is great room for bathrooms and to share the space with partners. Fresno Street Eats is interested in the office space to partner with us and expand. The Arts Council is also looking for a bigger space. Balch wants to work with them on Measure P funding. Balch did go to our landlord asking for a four month extension on the current lease, but they countered with six. We will go along with the six months.

DFP signed an MOU with the Fresno Area Hispanic Foundation for the Façade Grant program. We will be focusing on storefronts between Tulare and Kern on Fulton Street. As we are under contract to do this now, we will be working with business and property owners in that area. We will get applications from them to then get Fresno Neon involved with illuminated signage. Each storefront gets \$25,000 or \$50,000 if they are a multi storefront. It will be a workload for DFP, but worth it. Kliewer is excited at the prospect of more lighting along Fulton and is very supportive of that. He does warn that the electrical could be an issue. Fresno Neon is up for the task and has also quoted us with a discount. We will do heavy promotion after to sow the results.

DFP is looking into bulk buying garage parking permits from the City. Parsec wants 12 permits and other businesses along Fulton have shown interest. After the State of Downtown, we will determine if we have a solid number of people truly interested. To get the bulk discount we would have to buy at least 50, then we would sell those to the businesses. There is a 30 day cancellation so we are not locked in for a whole year. When selling to businesses, we can ask for a deposit. We do end up carrying the risk as it is a substantial cash outlay for us, but it is worth it. The City is starting a fee study for parking. We are advocating for changes in the master fee schedule. There should be a range in prices based on location and occupancy instead of a fixed rate, which it is now. Anaya mentioned that the property owners would appreciate the parking permits and that we have to give it a try.

We are doing well with the State of Downtown and have a good amount of sponsorships of all levels, some being board members. DFP's Market on Kern starts up again on May 3rd. Fulton Street Party will be on August 26. Fresno Street Eats has been exploring starting a new event called Vamos, which is a Friday night concept. We are trying to add active nights to downtown. We are working with the City and FAHF on Fiestas Patrias. The event is to celebrate Mexico's independence holiday, along with other Latin countries. Balch wants them to get a media partner, such as Univision, to boost the event, but has been faced with hesitancy. He will first talk to the partners of the event of the importance. If Councilmember Arias refuses to work with Univision, DFP will create a separate relationship with them. Kliewer did ask if there will be a Cinco de Mayo event. It did used to be a big event in downtown, but has not been done for a while. We should look into revamping this as it could be huge. DFP would net \$50,000

during Cinco de Mayo events in the past. Monica Diaz wants to do a Cinco de Mayo event to celebrate the 20 year anniversary of her company this year but we haven't heard too much more about that.

Agulian is heading a database revamp using an online tool called PBID Manager. We want to get the best contact information for each property to help us quickly get in touch with them for important matters. Balch and ambassador Brian Kelly met with the Police Department this week. They are working to double the bike police presence. DFP needs to keep advocating to prevent the crime that we are seeing. With this stronger database, we can quickly contact the people involved. PBID Manager also allows us to record reports and services we gave. This will be useful for renewal to show what we have done.

There was a payroll issue 2 weeks ago at DFP and paychecks had to be given instead of direct deposit. Some of the checks then did not get cleared by banks due to the signatures. Balch signature didn't go through for one of the staff checks and Kliever's signature didn't go through for Balch's check. Direct deposit is working again for the next payments.

IX. Clean & Green Committee Update Balch

The City Youth Job Corps Program has hired 20 interns to be downtown ambassadors and work with us. The hub of the whole operation has been our office for now. We had some media coverage about the program. They are very visible with blue polos that have our logo along with the City of Fresno logo. The City wants to put out an RFP for an organization to take over the program while they cover the overhead. Deputy Mayor Matthew Grundy has to talk to us before putting it out for proposals. We need to make sure they don't under fund allocations. There is a lot to think about such as break areas, dumpsters, water, and space. This will be a lot of work on DFP if we take it over, but it would be a net positive.

The Planter Program is still being worked on at the City.

As of now, there is no head of the Clean and Green Committee. Balch is still talking to board members one-on-one.

X. Marketing & Business Development Committee Update Balch

DFP want to put out an RFP for a marketing company. We want to focus more on social media marketing rather than Google ads. We also discussed helping and championing the community to throw events downtown so we don't just have to rely on ourselves.

XI. Board Membership Changes Balch

If the sale goes through on Anaya's building, she will no longer qualify to be on this board as she will no longer be a property owner in downtown. Balch has also talked to Kelli Furtado and Greg Barfield at the City about the Mayor's interest in being on our

board. The City seat has historically been the mayor or the City Manager. Councilmember Arias might also be taking over for the RDA seat, which Marlene Murphy holds now. The RDA does not have as much property as they did before so it might make sense to change the seat to the D3 District seat. It will be good to have elected membership in the room. In June, Kliewer may bring board appointments to a vote. Arthur Moye, owner of Full Circle is interested. He is a business owner now, but may partner with Kliewer on Kliewer's property, which would also make him a property owner in Zone 1.

XII. New Business

Kliewer

Kliewer used this time to talk about how he would like to see more lighting, banners, string lights, and painted electrical boxes around downtown. Anything to make it livelier. Balch mentioned the property owner James Riley and how the streetlights around his building are out. This leads to the greater conversation of the need to improve downtown maintenance. How do we get ahead of this along with the removal of the high-up graffiti? Lighting adds security. There are six locations for overhead banners in Balch's proposal. These would be used to promote events and would be changed out for special events. The space we have is underutilized now.

DFP should also consider how to expand the PBID. The Brewery District has grown. It is in Zone 1 now, but should be Zone 3. We would also like to see the Peerless Building in the PBID. This is a project for the next five to ten years.

XIII. Attendance Report

Kliewer

This was not discussed as there was no time.

XIV. Adjourn – The meeting adjourned at 9:34am.

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