

# Downtown Fresno Partnership

## Executive Committee

Thursday, May 30, 2024  
12:00pm – 1:15pm

Downtown Fresno Partnership  
2020 Tulare St

### Minutes

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

I. **Call to Order** – Meeting was called to order at 12:02pm Kliewer

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

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

III. **Approval of April 9 and April 30, 2024 Minutes** Kliewer

Motion made by Kliewer, Wong second, motion approved unanimously

IV. **Public Comment**

No public was in attendance.

V. **Downtown Retail Project (*Action*)** Balch

In February the Board consented to let the Executive Committee action the approval of a contract with David Weinert for a retail development project. This committee took action to approve this at the special executive meeting on April 30. Since then, Balch learned the Weinert is not a California licensed broker, which was a requirement in the RFP. Because of this, no contract has been signed yet and Weinert is now working to get a local broker as a partner on his team.

Not too many local brokers have been interested, but he did reach out to the two others who applied for this RFP. Alpha is the one he wants to work with. They have a lot of experience with retail transactions and Weinert brings in the development experience. This is still an investment for us with a percentage of the finder's fee, which only brokers can receive. This would still be a six-year contract but would be a three way agreement with Alpha included and Weinert as the lead. We are working with attorney Ken Price on the agreement.

Balch did a cash flow analysis and doing this does leave us tight. The contract includes full

travel expenditures. We are still hoping for City support for the ice rink. Balch has also talked to Kresge about this retail project. We are still waiting to hear back on if we will receive the Covid tax payback. Balch has left these funds out of the analysis to be more conservative. Broker fees also will not come back for at least two years. We will know more by the next executive meeting in two weeks.

Weinert, Alpha, and DFP were in the same room talking last Thursday. Weinert is working on getting his sales license in the next few months. He has indicated he is working on his broker license, but this will take longer to get and he has already spoken to Alpha about this. This is a non-exclusive contract so property owners would still be able to use their own brokers if they prefer. Weinert will still get the same amount of retainer and would pay Alpha from that.

Kliwer looked through the analysis and does have concerns about the cash flow. He sees that we could lose \$21K on the ice rink, but we are still working on getting sponsors and donations. We already have some donations lined up. Kliwer mentions that the County could sponsor it as well maybe through contracts for the ice rink.

Balch and Khatchadourian attended the International Council of Shopping Centers conference last week in Las Vegas. There were vendors there who do retail recruitment and they met with a few. They do have a lower price point than Weinert but won't go as deep and don't have the connections that Weinert has. We will invite Weinert to the next committee meeting.

The committee did not take a hard action now as they will come back for the executive meeting on June 11 and get more concrete information.

**VI. City of Fresno Proposed Budget 2024-25 – Advocacy (*Action*)** Balch

The new City budget is currently being prepared. Mayor Dyer is proposing to add more money for façade grants citing DFP and the Fresno Area Hispanic Foundation. Parking is a big portion of what we want to advocate for. We see the lease revenue increasing for parking, but they have not stated where that is coming from. This could be new leases or raised fees. Balch has asked for the data on occupancy and usage of meters and garages, but the City has not given it yet. Balch might go through the Clerk's office with Public Records Act if needed. The meter parking is not consistent and does not give way for retail users. Of the money awarded from the State, \$12M will go to a parking garage at CVS, \$50M to a garage at Inyo and H, and the rest going to water and sewage. The committee agreed that we should be an advocate, but no hard action was taken.

**VII. 2023 Tax Filing (*Action*)** Balch

The 2023 tax return was shared with the board and no notes were made. This action is to approve the filing of the 2023 tax return.

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

## VIII. CEO Report

Balch

Balch spoke on Measure P. We put in six applications and the Arts Council only chose one to consider. The Fresno City College Mural at the SCCCDC parking garage was approved and will proceed. They did not even consider the other five. Balch has emailed filing an appeal and had our attorney send a letter to Andrew Janz. So far, we have not received a response. Jordan Sanchez at the City is trying to advocate for us. The wants to support our initiatives but with uncertain budgets we are not sure how much they can. The applications are things the City wants to see and the Arts Council is gatekeeping. Balch will reach out to Joaquin Arambula. Balch also spoke at the commission meeting last night about this, so it is on the record. He will reach out to Lilia to talk instead of only going through email and Tinoco is also willing to reach out.

The Ice Rink has a selected vendor, and we have the budget. They have to get a City budget request.

Balch suggests that we raise the PBID assessment the way we did last year as is allowed in the management plan. This will need a board vote and Balch would recommend 3% a year. With all we want to do and with the inflation, it seems fair.

The Create Here grant will be coming back. DFF is applying for a grant from the Rotary, which would cover \$10K. We will put in \$5K from the Kresge money, leaving us needing to fundraise \$10K more.

DFF has also applied for a Bank of America Leader on Loan Program and got approved. This is where BofA will allow one of their staff to take the year off, paid, and work as an executive director for DFF. So far BofA has not been able to find anyone interested. They have expanded their search for now. This would allow us to get more capacity dedicated to DFF as the board now is not very hands on.

## IX. Board Open Discussion

Balch

No comments were made.

**Adjourn** – The meeting adjourned at 1:10pm

Kliwer

## DOWNTOWN FRESNO PARTNERSHIP

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