

DOWNTOWN FRESNO PARTNERSHIP

Executive Committee

Thursday, October 8, 2020

Downtown Fresno Partnership

8:30 AM – 10:00 AM

845 Fulton Street

MINUTES

Present: Hilary Haron, Jessica Roush, Cassey James, Scott Anderson, Bhavneet Gill

Absent: Chanelle Charest

Staff: Jimmy Cerracchio, Daniel Griffith, Courtney Ramirez

Public: Yahaira Figueroa

I. Call to Order/Establish Quorum

The meeting was called to order at 8:31 am.

II. Public Comment

The City of Fresno's SOS Grant is in the 3rd round, and they are working with the FAHF to connect with non-captured voices from previous rounds. The City is also working on parklet program approval for the Downtown businesses that have applied.

III. Approval of August 13th minutes.

Motion by Anderson, seconded by Gill.

IV. Approval of 8/19/20 Financial Report (*action*)

Cerracchio noted that the assets line saw an increase due to computer purchases just prior to the shut down – we've been advised to consider buying a new server because our storage space has increased. As we create the new budget as we should look for that as a possible decision.

Gill reviewed the Income statement – we saw a \$151k budget due decrease to events being gone, and the overall gross income is \$41 k below budget. On the Expense statement - administration expenses are \$15k below budget expense wise and security expenses have been increased due to COVID-19 closures. Our economic enhancement line item is running \$18,000 below budget. There was an increase in marketing expenses due to the completion of the rebrand, which has been put off due to Covid. The expenses also included repairing the golf cart, and ambassador cell phones.

Motion by Anderson, seconded by Roush.

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V. Nominating Committee

Cerracchio reported that Jackie Anaya and Diego Arambula were nominated for the board. Election results will be announced at the next meeting.

VI. PBID Renewal and RFP Update

The initial survey showed that about 30 respondents are leaning toward the renewal, and we are working with CIVITAS on the best next steps. The city is still providing updated data on the property owners, and the survey showed that clean and safe concerns were the top priorities.

VII. CEO/President Update

With COVID still a factor, we are working with businesses to get outdoor dining permits and parklets approved. Danny Griffith has been doing outreach for the \$25,000 grants for outdoors dining through the city. There will be a press conference upcoming on the parklet project announcements.

We've increased security due to the upward vandalism trends, homeless issues, etc. The police unity has been gaining and losing staff due to quarantine times. The Market on Kern had a security issue on the last date, but it was reported. The executive budget email will be send out to review.

VIII. Clean and Green Committee Update

In addition to security hot spots reviewed, the meeting included reviewing the dumpster situation, particularly along the Fulton Ave apartment buildings.

IX. Marketing and Business Development Committee Update

We've reviewed the banners and they will be in production soon. The Partnership is coordinating with Arte Americas to promote their outdoor markets. The State of Downtown will be December 10th on all of our social media channels. It will included a 1 hour presentation, interviews, 2 awards for this year, the Al Alan award, a community service award and more. CMAC is helping to produce. At 5 pm, there will be an IG live presentation, and we will encourage people to pre-order at our restaurants to watch the presentations. Modernist will be doing a "Miracle" pop up bar. We are also working with a potential food partner for Zack's Brewing. Our Create here webinar was well attended with most participants submitting soon. We have explored an option to light down Van Ness as well as Courthouse Park. However, there is no way to effix lights to the historic buildings along Fulton Ave.

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X. New Business

None

XI. Attendance Report

Haron reported that our attendance is sufficient, but she will reach out if need be.

XII. Adjournment

Meeting adjourned at 9:25 am.