

DOWNTOWN FRESNO PARTNERSHIP

Executive Committee

Thursday, October 13, 2022

Partnership 8:30 A.M. – 10:00 A.M.

Downtown Fresno

845 Fulton Street

Minutes

- **Present:** Scott Anderson, Cassey James, Channelle Charest, Jessica Roush
- **Absent:** Jackie Anaya
- **Staff:** Jimmy Cerracchio, Lara Agulian
- **Public:**

- I. **Call to Order** – Meeting was called to order at 8:34am Cerracchio
 - a. Cerracchio mentioned that Bhavneet Gill left United Security Bank. Since she is no longer downtown, she can no longer be on the board or be our treasurer.

II. Public Comment

No public comment.

- III. **Approval of the August 11 minutes (Action)** Cerracchio

Motion made by Anderson, Charest second, motion approved.

- IV. **Approval of the Financial Report (Action)** Cerracchio

In the Balance, there is no real change. In accounts receivable, there are outstanding vendor fees of \$15 and money we spent on Fiestas Patrias needs to be reimbursed. The City should be paying for that through the Fresno Area Hispanic Foundation. All the receipts have been sent over to FAHF and this should zero out once we get the reimbursement.

In budget vs actual, we received the second PBID check. It was a higher amount than expected. We double checked with the City and everything is correct. Within the event income, we added a coupons and discounts line. We ran a promotion for the Market on Kern where we gave out \$5 coupons and we absorbed that cost. We received seven coupons and put them on this line to keep track of this. The event income vs the cost of events is down from State of Downtown, but we are still waiting to receive some payments.

Bank charges are high because of checks that were written and sent, but never received. Computer expenses are also high and we are trying to clear out some storage to bring

that down. We are also considering going with a different IT as Mcubed costs are high. Printing costs are high, but we need to rearrange how we break that down. We have been printing more materials to pass out to businesses. Within economic enhancements, we do want to print more brochures before the end of the year. Hotels like having that for their guests. We also have new videos and digital display ads being pushed out with JSA that have not yet been billed. We are working to get new banners up on Fulton. A successful test banner has gone up so now we are waiting for the installer to give a quote to get those produced. The cost will appear here this year.

Our garbage costs were low, so we are looking into that. Repairs were done to the golf cart. The Ambassador salary is lower than last time because two of our full-time ambassadors have shifted to part time. We are looking to hire another ambassador.

Motion made by James, Charest second, motion approved.

V. **2023 Budget Presentation**

Cerracchio

We based the budget to a similar income to 2021 to be safe. We are not making a real profit on events, so we are planning to continue programming to get people downtown and zero out on the costs. It has been harder to get sponsors this year.

Within the administration budget, we have allocated more money to accounting and auditing as those costs have been going up. We have also allocated money for board meetings. This will be to give something back to long term board members who will be terming out, to have a DFP and DFF board mixer, and to try to get board meetings in person again. We have upped the Computer/Network to \$1,500 to account for more storage. More has been allocated for office supplies. In terms of Rent, we are in search of a new lease as this lease ends in April 2023. We included the best estimate, but this may change. More money has been accounted for Travel and Lodging so that more staff can attend conferences and get education.

Within the payroll burden, the \$10,000 allocated for employee benefits is a best guess. The salaries and wages are down as Jazzmine Young has left the organization. Her replacement was just hired and should start in two weeks, and her salary will be lower than Young's.

Within marketing and economic enhancements, money has been allocated for more outreach such as the Real Estate Forecast. Within marketing, we want to do more ads and get professional video and photographs. This can be used for promotions and ads as needed. We have also upped the postage allowance as we have been sending more correspondence. Collateral materials are higher to keep making brochures. Signage and banners are upped to produce two more sets of seasonal banners that we can rotate throughout the year.

Within event expense, there will be allocations for four major events. These are Market on Kern, Christmas Parade, Fulton Street Party, and ArtHop. There will be one-off

events which come up throughout the year.

Within environmental enhancements, the ambassador salary has been increased from four to six ambassadors and includes possible raises. The taxes and benefits have been raised accordingly. Cell phone and garbage costs are up as well so the budget reflects that. \$10,000 has been allocated for landscaping and beautification. Ambassadors supplies has been increased as we have been going through things like trash bags very quickly. Their uniform budget is also up as they will need new shirts to stay fresh and they still need new jackets. The golf cart is getting old so money has been budgeted for repairs that will be needed. Private security costs will be higher along with the cell phone we provide to the Police Department. Money has been set aside for special projects as well to pay for things like lights across the street of Fulton.

Money that we have in the bank was not accounted for in this budget. Cerracchio had ideas for this such as purchasing a truck and trailer for the ambassadors. As of now, the golf cart is used for everything and it is not always big or strong enough to carry what we need. Cerracchio uses his own truck at times so this will be helpful. We can also use this money to do some cool beautification projects. James and Charest both thought the truck would be justifiable and a good use of the money. We do need to select a new treasurer.

VI. Nomination Committee

Cerracchio

This committee will be meeting next Monday or Tuesday. So far, only four board members have voted, and it would be great if we could get more board votes in. We have 16 total votes so far with this Friday being the deadline. Since Gill is no longer in the running, the votes for her will not count. Including Gill, there were four nominees for Zone 1 with three seats needing to be filled. The other three will automatically get those seats. James asked if we could send a reminder email and we will do that.

VII. CEO / President Update

Cerracchio

We have hired a replacement for the Program Manager Role. Gloria Valdovinos worked as an intern for us and will be starting in two weeks. She was great as an intern at marketing and merchant outreach and her knowledge of Spanish brought businesses in that we weren't able to communicate with before.

Cerracchio has met with four property owners in regard to a new office lease for DFP. He plans to meet with a few more and get all those lease proposals and explore all options before presenting to this committee.

DFP and DFF, along with Chinatown, Highway City, and South Tower, have applied for a State grant, the Responsible Climate Collaboration Grant, tied to the High Speed Rail. We applied for a total of \$1.3 million which would be split among the group. We want it to fund a grant writer, community outreach, and a retail accelerator, which is a space to sell non-food goods and learn about the business. The application was

submitted last Thursday.

There has been an increase in sign tampering in the area. They have been tagged, flipped, bent, and damaged and we have been reporting them to get fixed or replaced. There hasn't been any major issues with the homeless population downtown. It is mostly trash around the dumpsters. There was a death at Kern Plaza, which we believe was a homeless man, but it was non-violent and due to either an overdose or natural causes.

The next meeting for ArtHop is next Thursday with the Health Department, ABC. The City and County. ABC and the Health Department have been out for one ArtHop already and they will be back out for the November ArtHop. The goal is to educate the vendors. Lupe Perez at the City wants to host a vendor seminar to educate and we will help spread the word about that workshop. There have still been a lot of people coming out to ArtHop and the Ambassadors have been managing the trash.

Last month, DFP, along with The City, had a booth at the MADE food expo event with Cerraccio, Agulian, and Young in attendance over the two days. Within new businesses, we still see Brimstone and Bourbon, the whiskey bar at 701 Fulton, and the outdoor BBQ place in the Brewery District working to open.

VIII. Clean & Green Committee Update

James

We are still waiting to receive the Baseline Services from the City so we can be fully aware of what DFP is responsible for versus the City. More businesses have requested power washing and cleaning due to human waste and no one is quite sure who to call for this service. Perez has received the Baseline Services from Gregory Barfield and is going over it. Perez is hoping for power washing once a month. There has been an increase in dead animals, such as birds, found. Signs and dumpsters have been tampered with and we are keeping up with those. There was concern over the dumpsters behind Los Panchos as they were doing some construction. The ambassadors have since checked that out it looks handled.

Standriff was not present, but he sent a rep Jamie Sandoval to the Clean and Green meeting. A Beautify Fresno that may take place in downtown is the Youth Clean Up Day on November 5th. This is encouraging students with schools and clubs to get involved. They can select their own locations so there may be some clean up in downtown.

Five of the ten recipients of the Planter Program have turned in their insurance information to the City and are waiting to hear back. There hasn't been any updates from the City, but James will follow up with Erica, who they have been working with.

Parking rolled out a program where they gave out warnings instead of violations for a week to first time offenders. They have repaired and replaced EV stations around Fresno including downtown. These were mostly damaged due to them being stripped

for the copper wire. Parking also got new permanent signage stating the parking rules for certain streets for ArtHop. They want to start sending out a parking newsletter and this is something DFP will help spread. Zone sticker replacements are on the way. We also discussed putting a parking poster on display at the DFP kiosk and around downtown. Perez wants to start doing monthly walk throughs of downtown.

IX. Marketing & Business Development Committee Update Cerracchio/Agulian

In marketing, JSA gave a quick update on our current campaigns and our click rate has increased overall. That has been a goal of ours over the last few months. JSA also showed us rough cuts of new B2B and B2C video ads and new display ads. This is the main focus now and will be released soon after they are touched up. Charest asked if she could see the ads and Cerracchio agreed to send them over.

In events, Cerracchio discussed ArtHop earlier, but DFP is still helping to activate Kern Plaza with Alley in the Valley and Mariposa Plaza with Mas Fresno. Fiestas Patrias looked like it went well from the public's perspective. DFP handled a lot of things behind the scenes like permitting and layout and had to deal with last minute changes from the other organizers being Council member Arias office, Fresno Area Hispanic Foundation, Arte Americas, and others. DFP also handled the beer garden. We were not able to attend the follow up meeting so we do not know what the other organizers thought or how the concert at Selland went. The Fulton Street Party date has been changed from October 22 to November 12. We made this change because Fiestas Patrias did take a lot of planning time away from Fulton Street Party and with Young leaving it left us shorthanded for the planning. We are still planning on having a kid's area, video games, two music stages, a vintage and thrift shopping area, and beer and cocktail gardens. We are also working on the Christmas Parade which is set for December 3. We do need volunteers for this event. James asked for the link to sign up to volunteer and Agulian agreed to send it out to the committee. James then asked for someone to follow up with Root for Fulton Street Party as they are making shirts for the event. Lastly, James asked if we would be getting the Christmas tree at Mariposa Plaza again. Cerracchio explained that while they had reserved the tree in July, an invoice was never sent. We have asked for one again, but we should be getting the tree again this year.

X. New Business Cerracchio

Cerracchio spoke on this earlier in the meeting during the president's report. Agulian added that the Italian restaurant in the Galleria, Ragazzo's, has closed, but a new Italian restaurant, Valentino's has already opened in the same space. From what the representative from Civic Center said, it seems to be a new owner.

XI. Attendance Report Cerracchio

Agulian mentioned that the attendance report is updated, and she will send it over to Roush.

XII. **Adjourn** – The meeting adjourned at 9:30am.

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