

DOWNTOWN FRESNO PARTNERSHIP

Executive Committee

Thursday, December 10, 2020

Downtown Fresno Partnership

8:30 AM – 10:00 AM

845 Fulton Street

MINUTES

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

Absent: Cassey James

Staff: Jimmy Cerracchio, Daniel Griffith, Courtney Ramirez

Public: Yahaira Figueroa

I. Call to Order/Establish Quorum

The meeting was called to order at 8:32 am.

II. Public Comment

III. Approval of August 15th minutes.

One change noted – the nominating committee should be committee. Anderson moved to amend as needed. Gill seconded.

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

Gill noted that the Christmas tree under events would be moved to fixed assets, and the tree will depreciate over the next 10 years of the events. At the start of the year, the seven computer workstations were purchased, as well as ambassador cell phones. Private security was \$13,000 over budget because of increase security due to pandemic.

Cerracchio is completing research on the CDs and money market savings options for the business account to avoid limitations for banking regulations. Roush and Gill will be added as signers to the account.

Motion by Anderson, seconded by Haron. Passed.

V. Board Member Election Update

Cerracchio will be notifying everyone of the results. The returning nominees were Anderson, Kirkland and Ahle. New nominees – Jackie Anaya and Diego Arambula.

VI. Downtown Cannabis Retail Storefront

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The DFP executive committee received a letter of request from a potential cannabis operation for the H street warehouses. The discussion covered that the board was unable to find more information on the company based on what was provided. The endorsement isn't something that the board would do regularly, and it is outside of the scope of DFP's authority.

VII. PBID Renewal

The management plan draft is ready to go to the city manager and city attorney to get their buy in before the engineer's report. DFP is working on an accomplishment one sheet that we can give to property owners and use to perform stakeholder outreach.

VIII. President's Report

The Christmas Tree has brought a lot of exposure to downtown and we will be working with JSA to update our marketing campaign to allow us to react post pandemic. The early focus will be toward B2B audiences, followed by B2C audiences in the spring. The campaign includes influencer engagement, new media techniques and click through digital ad campaigns. Charest added that JSA is optimizing the online ad system so that the clicks can be tracked, and the data will be valuable as we move forward. JSA will be making a presentation to the full board for approval per Gil and Haron's suggestion.

Test banners will be going up soon to ensure that the fittings will work correctly. It will start on Kern. The real estate packet and economic development updates are being working on by Courtney. Going into the next shut down, we are watching for grant opportunities and new relief.

The State of Downtown starts tonight at 5 pm – it will be broadcast on CMAC and Facebook live. The presentation will be available later on YouTube.

There are ongoing security issues – the longer the closures go, the worse the problems become. With no end in sight to business restrictions, we will have to spend more time and money on security. We have canceled the Christmas parade, because unlike Christmas tree lane, people are likely to gather on the street.

IX. Clean and Green Summary

Haron asked if there would be PPE provided for the cleanup day. Cerracchio said that DFP can provide this, but city will also supply the majority as it is their event.

X. Marketing committee

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XI. New business

Anderson – Per the Grizzlies, our AAA affiliation has become single A. While the quality of player will reduce, the short term benefit is retaining baseball. Per the Fresno Fuego team, the standalone stadium project in the Selland Arena parking lot would benefit our district.

Griffith noted that the City Council will be voting today on the Selland Arena and Cerrachio stated that the Grizzlies will be making announcement today as well.

XII. Attendance

XIII.

Meeting adjourned at 9:21 am.