

DOWNTOWN FRESNO PARTNERSHIP

Executive Committee

Tuesday, December 12, 2019
8:30 AM – 10:00 AM

Downtown Fresno Partnership
845 Fulton Street

MINUTES

Present: Hilary Haron, Jessica Roush, Ken Ramos (via phone), Cassey James, Scott Anderson (via phone)

Absent:

Staff: Jimmy Cerracchio, Danny Griffith

Public: None Present

I. Call to Order - The meeting was called to order at 8:30 AM.

Brown Act – The Executive Committee is governed by the Brown Act; therefore, the agenda needs to be posted and public comments need to be included.

II. Public Comment – N/A

III. Approval of October 8, 2019 Minutes – On a motion by Ramos, seconded by Anderson, the minutes were approved.

IV. CEO/President Update – The CEO/ President update was moved up to item IV on the agenda. Cerracchio spoke about how we had recently received SCCC'D's PBID payment. Omar who had replaced Chris is no longer with DFP, we are looking to replace him. We are also in the process of hiring ambassadors. We've been working on updating the employee handbook, and are waiting for the draft to be reviewed by Little Paulson, who is assisting with this for free. Cerracchio said we are waiting for the city to move our kiosk and some other fixtures at Mariposa and Fulton to accommodate outdoor patios for Pacific Southwest and Helm businesses. Cerracchio mentioned that we've had some good PR recently with both the launch of the Parklet program and the Christmas Parade. The Bitwise parklet was unveiled last week with a press conference announcing the program. Anderson asked about where the parklet program came from. Cerracchio explained that this is something that has been in the works for some time and explained how the city had recently gotten fees waived. Cerracchio mentioned that we've had preliminary meetings with CVCF to discuss Pro Neighborhoods and getting funding for 2020's Create Here program. There is now an RFP process and multiple meetings we will need to attend. Cerracchio updated on the 2019 Create Here winners, MAS Fresno and Modernist opening soon, others still in the works. Cerracchio discussed meeting with councilman Arias to talk about the event permitting process and locking dumpster enforcement. City council will be voting on waiving parking

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meeting closure fees for events. The idea of making DFP the authority to authorize events in Downtown Fresno was discussed briefly. Hilary asked what the boundaries would be? Will the city support us? Scott said the city should pass an ordinance that gives us authority in the whole downtown triangle. Cerracchio said we should meet with Wilma Quan and Councilman Arias about what that would look like. Cerracchio brought up locking dumpsters, increase in locked bins. Cerracchio mentioned we are looking at our upcoming events calendar, including more Arthrop events. Fountains are still being worked on and parts have been ordered for repairing the damaged fountains. Cerracchio said crime stats are good, will have final numbers from security and police in a few weeks. Jimmy mentioned that there was a threat of losing downtown officers, got confirmation that it won't be happening

- V. **Approval of Financial Report** – Ramos said we are financially in very good shape. Bottom line is we have \$300,000 in the bank. Considering our monthly burn rate" for cash, we'll have about \$150,000 in the bank above our contingency fund. Ken recommended putting \$50k towards PBID renewal, and using the remaining \$100k and look at a special project. Executive committee will continue discussions. Jimmy mentioned that we are currently 17k in the hole for Fulton St Party, mostly due to police and security costs for the event. We will be reimbursed for about \$4500 of the police bill by Tioga. Jimmy discussed the challenged with the event after, Tioga's change of plans, leaving DFP to take a larger footprint. Hilary asked that we get ahead of the game with scheduling the events for 2020. **On a motion by James, seconded by Roush, the Financial Report was approved.**

- VI. **Board Election Update** - Cerracchio said we have 6 new seats open and ready to be filled by the winners of the election. Haron stated that she is in the process of notifying all of the winners, she has not heard back from all of them yet. The new board binder is almost ready for 2020. Haron said that her and Jimmy will be meeting individually with new board members. Haron said she wants to do a board/business mixer this year hopefully in January. Cerracchio mentioned that the Nominating Committee made suggestions for updating the nomination and election processes. Some suggestions included electronic voting, emailing ballots instead of regular mail, having Executive Committee create a slate of nominees, etc. James mentions that she wasn't allowed to vote because she isn't a property owner, and asks if bylaws can be amended to include voting rights for business owners that are sitting board members. Anderson suggested also writing "ballot enclosed" on envelope to improve participation. Jimmy said we should look at changing bylaws for board election voting at the next exec meeting, the committee agreed.

- VII. **Clean & Green Committee Update** – James reported that Ambassador Lee Blackwell had updated the committee on the improvement in locked dumpsters. Some areas like Warnors are looking for a new bin. Cerracchio said that we have been in communication about city owned planters that are not getting watered. One option the city is exploring is for businesses to adopt planters.

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Casey asked if we can remove old dead plants. She mentioned that the parking app is going well. Smart meters still on the way. Mark Standriff attended Clean & Green and updated the committee on the Keep Fresno Beautiful campaign. Mark Standriff will be joining committee meetings regularly. Jimmy said that Seattle has a no trespassing code for their downtown alleys and the city wants to explore this option.

VIII. Marketing & Business Development Update – Cerracchio mentioned that we've had the first few meetings to work with JSA on future marketing for DFP. First up for this program is a re-branding effort. The Marketing Committee will be regrouping in January to look at the rebrand materials. Cerracchio gave an update on positive growth of web stats, ad grant. DFP has re-ordered 5,000 dining guides for distribution and are replacing kiosk posters dining guide maps. We are helping to coordinate an Over the Edge event with SCCC. Hilary spoke about plans for the 2020 exec committee, this year we have had a big impact. She asked that everyone stay on for the next year. It was suggested that we identify a new chair for the marketing committee. Hilary will reach out to Channelle Charest.

IX. Attendance Report – No update

X. Adjourn – Meeting adjourned at 9:32 AM.