

DOWNTOWN FRESNO PARTNERSHIP

Executive Committee

Thursday, December 8, 2022
Partnership 8:30 A.M. – 10:00 A.M.

Downtown Fresno
845 Fulton Street

Minutes

- **Present:**, Channelle Charest, Jessica Roush, Jackie Anaya, Jayni Wong, Phil Kliewer
- **Absent:** Scott Anderson
- **Staff:** Jimmy Cerracchio, Lara Agulian, Gloria Valdovinos
- **Public:**

- I. **Call to Order** – Meeting was called to order at 8:33am Cerracchio

II. **Public Comment**

Wong will be coming onto the executive board as treasures and Kliewer will come on as vice chair, leading him to be chair when Roush terms out. They are both here for this meeting.

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

Motion made by James, Anaya second, motion approved.

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

This current financial report will be updated before the board meeting so a new copy will be sent before then. As for now, the balance sheet on page two has no big changes. There is \$10,000 in the PayPal account now. This will go down as refunds are issued to Christmas Parade participants due to the parade being cancelled. Left over money will be transferred to the bank while leaving a balance of \$1,000 in the PayPal account in case it needs to be used. The United Security Bank money market is not reconciled as it could not be accessed online, but Cerracchio will go in person.

In accounts receivable, DFP paid for two DFF dinner for DTA. We also received a check from Fresno Area Hispanic Foundation for Fiestas Patrias. Those will be put in soon. Assets and liabilities have also remained the same.

In budget vs actual, we have received all the PBID revenue this year. In events, we are in the whole a little bit as sponsorships were hard to come by this year. There might be a few changes with some payments we are waiting for from Market on Kern, but that won't make a huge difference.

In administrative costs, computer costs are a little over budget as we needed more space on the server. Dues and subscriptions are higher than usual. There were issues with the IDA membership so we ended up having to pay for two years this year. We split printing costs into two sections, one for office use and one for marketing as we have been printing more promotional items, and that cost has gone down. Recruitment costs are up as we have had to hire for at least three positions this year. Software costs are higher for SSL and spam security purchases at the recommendation of MCubed.

Economic and environmental enhancements look good. Ambassador salaries have come in under budget as two full-time ambassadors have dropped to part-time. In payroll, workers comp insurance is higher. There was an audit done after the budget was created so that did end up changing the final costs.

We did expect to receive \$28,000 from PBID revenue, but got \$700,000 instead due to back due taxes being paid off. We would not like to get DFP and DFF board involved with getting sponsors. Agulian mentioned that one of Valdovinos' major goals this year is to focus on sponsorships. James asked if the truck purchase was still part of the next budget. Cerracchio answered that it is and Lupe Perez from the City might be able to help us get one cheap or even for free.

Motion made by James, Roush second, motion approved.

V. **New Officers** Cerracchio

Nominations will need to be made for Kliewer and Wong at the next board meeting. Roush or Anaya will need to be there to do this.

VI. **CEO Search Committee** Cerracchio

Job has been posted on IDA and Indeed and we will be posting to the DFP website as well. A timeline was made by Cerracchio with some notes from Kliewer and Roush. Applications have been coming in. An email was created for the board chair to access and that is where the applications are being sent. It is chairperson@downtownfresno.org and Kliewer and Roush have access to it at this point. Derek Franks has mentioned that he is interested to be on the committee. The Mayor also wants a presence from the City on the committee so Greg Barfield may join as well. The committee will be formed in the next board meeting. Once formed, meeting dates and times will be set.

VII. **CEO / President Update** Cerracchio

Erin Paz left as the event coordinator in October, Marissa Arreguin has been hired as the new event coordinator and she started two days before Fulton Street Party. The Christmas Parade was cancelled due to weather, but a Tree Lighting Ceremony will take place Friday, December 9, at 5pm in Mariposa Plaza. The Mayor and Councilmember Arias will be in attendance. There will be music and other fun stuff. It has been featured already on local news stations.

Cerracchio is still working on a new lease for the office and this will be a top priority for the interim CEO. This lease expires on April 30, 2023. We may be able to work a month-to-month deal on our current lease if more time is needed. We should do a walk through with Michelle Tutelian.

DFP has applied to two grants with assistance by Jordan Sanchez from DFF. The Regional Climate Collaborative Grant, a State grant through High Speed Rail, has been done in partnership with Chinatown, Highway City, and more for \$1.5 million, which will be split. If we get it, it will fund a grant writer, outreach, and more programs. We have applied to be administrators of the City Façade Grant. This is also a large sum of money and we can collaborate with Chinatown and Lowell District to administer it. Business may have to put some money up upfront, but will get reimbursed. We are not sure how the City will be selecting the recipient, but it is a City grant with City funds. Kliewer will reach out to Joaquin to advocate on our behalf for the State grant.

DFP had a public safety meeting with the Police Department at Arte Americas. PD gave updates on downtown stats and what they do in downtown. They also heard concerns from the public. This came about as Arte Americas is having an increase in issues with homeless. Security has removed people three times in one night but they keep coming back. PD is hiring more police and will increase the Downtown unit. Only about four stakeholders came to the public meeting, even after our active marketing. But we got good feedback.

There was a vendor seminar put together by the City to educate anyone who is interested in the necessary steps to becoming a street vendor. We helped market the event and got a lot of positive response to that. The City wants to plan another one for January and we will help with that as well. The County and ABC have been out for some ArtHops, but are waiting for the weather to be better to go out again. This month was very slow due to it being a very rainy night.

Banners for the light poles on Fulton Street have been ordered. We are just waiting for those to come in so they can be installed.

Anaya asked about the interim position. The executive committee agree that Jordan Sanchez would be a good fit. Kliewer wants to confirm with her if she is still willing and interested. Cerracchio wondered if Sanchez would be able to do it full-time or part-time. David, who is our financial advisor, can take on more financial responsibility to make a part time position possible. Questions were posed on if the salary is hourly. This should be discussed and decided. The interim position will be more administrative. The interim will need to be flexible and be able to stay for a while if that need arises. Kliewer will reach out to Sanchez and see what she is willing to do. Everyone here has agreed to a closed session for Monday, December 12, at 8:30 am to discuss this further. We will get the invite out and the agendas posted. Cerracchio will get a breakdown and suggestions on pay.

VIII. Clean & Green Committee Update

James/Cerracchio

The Californian residents have been stuffing the street cans with trash that they need to be taking to their dumpsters. Their trash chutes are closed, but we are going to codes and compliances to see what can be done. Mid Valley is also aware of damaged dumpsters and street cans and are actively working to replace and repair them. They are also donating 15 cardboard trash bins for the Tree Lighting.

Beautify Fresno surpassed their 1 million pound challenge and are actually at 2 million pounds of trash picked up now. They are focusing on areas with the most concern. 120,000 pounds of trash were picked up by volunteers while the rest was done by employees. The next event in downtown is on Martin Luther King Jr. Day at Mariposa Plaza. They are also working to add another graffiti team and are only waiting on the truck to get that going.

Within the Planter Program, three of the seven businesses are good to go and are approved by the City. Four need to make some adjustments. Hopefully, the planters will be delivered early in the new year.

Parking meter screens have been fogging up due to rain. They are working with manufacturers to fix this. A parking newsletter is still in progress. There has been an increase in vandalism to the parking garages due to weather. There was a tree down at Arte Americas. Lupe Perez brought up the painting of light poles in the committee meeting. She inquired and the main concern for the City is the maintenance. We will look to how other cities did this as examples, as well as anti-graffiti wraps. Standriff mentioned that he will reach out to public works and see what can be done. Kliever asked about the painting of electric boxes, which was something we were trying to work on a while ago. PGE was not a big fan of the idea, but we will put it on the agenda for the board meeting.

IX. Marketing & Business Development Committee Update

Cerracchio/Charest

JSA updated us the performance of video and digital ads. There has been an increase in engagement. Everything else was mentioned in the Presidents Report in this meeting.

X. New Business

Cerracchio/Agulian

Blood and Beauty, a piercing and jewelry shop, is open near the Brewery District on Broadway and Ventura. Smokin Woods BBQ is open in the Brewery District. Downtown Oak is open in Hotel Virginia on Kern Street.

XI. Attendance Report

Cerracchio

Agulian has sent to Roush and will send to Kliever starting after the next board meeting.

XII. Adjourn – The meeting adjourned at 9:32am.

DOWNTOWN FRESNO PARTNERSHIP

Page 1 of 1

845 Fulton Street, Fresno, CA 93721 | phone 559.490.9966 | fax 559.490.9968 | www.downtownfresno.org

Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with a disability, as required by laws. Any such request must be made in writing to the administrative assistant at 845 Fulton Street, Fresno, CA 93721. Persons needing disability-related modifications or accommodations in order to participate in public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the administrative assistant at 559.490.9966 at least 48 hours prior to the meeting.