

**DOWNTOWN FRESNO PARTNERSHIP**  
**Executive Committee**

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December 9, 2021  
8:30 A.M. – 10:00 A.M.

845 Fulton Street  
Downtown Fresno Partnership

**MINUTES**

- **Present:** Jessica Roush, Hilary Haron, Scott Anderson, Jackie Anaya, Channelle Charest
- **Absent:** Cassey James, Bhavneet Gill
- **Staff:** Jimmy Cerracchio, Jazzmine Young
- **Public:** none

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

II. **Public Comment**

None.

III. **Approval of August Minutes** **Haron**

Motion made by Anderson, Charest seconded.

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

Cerracchio stated that there were no significant changes from August, with the exception of event expenses and income. On the balance sheet, the \$5000 in petty cash was for Fulton Street Party and will be deposited asap. The \$14,301.77 in Total accounts payable is just bills in the quickbooks queue waiting to be processed. PBID renewal is over budget and Civitas is on hold until petition drive is finished. Some expenses are a little high including computer expenses due to cloud storage and equipment purchased. Marketing shows as high, however we were authorized to utilize 2020 budget money for this marketing campaign. The new account at United Security Bank is ready for signers then deposit.

Motion made by Anderson, second by Haron.

V. **PBID Renewal Update** **Roush/Cerracchio**

Still working on reaching people. Currently over 12%. Asking for help with follow up calls, number of petitions out – will need help pushing owners to sign and return. Will share list with board. Working to identify correct contacts for PG&E and some other large properties. Meeting with Mayor Dyer, Councilman Arias and some large stakeholders to convince them of cities commitment to PBID.

VI. **Nominating Committee** **Cerracchio**

Jean Rousseau is no longer with the county. Paul Nerland is the new CAO and Jimmy will be meeting with him soon. Election results included Zone 2 re-election of Ashley Webster, Cassey

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James, Jayni Wong. Zone 1 had Eddie Fanucchi re-elected, and Jamin Brazil elected to Hilary’s seat. Hilary has termed out.

**VII. CEO and President Update** **Cerracchio**

Jimmy mentioned repairs to street lights in brewery district should be happening soon. They will install temporary lighting until crime issues under control. Cadet patrols have started and are making an impact. Copper thefts have been increasing including the fountains and EV chargers. PD has identified a Firestarter and are trying to capture them. CIS is now in garages 24 hours.

Staff is still working on trying to find a trash compactor solution. Working with Nora Monaco, City, and MidValley for Brewery district compactor. Trying to see who would be interested in L Street compactor.

**VIII. Clean and Green Committee Update** **Cerracchio**

FresGo has had issues, but the apple app has been fixed. Trash is increasing due to events. Dumpster break-ins are increasing. Beautify Fresno helped secure grants for Fulton Street Party muralists. Next clean up day in Downtown on January 17, 2022, at Mariposa Plaza. Still waiting for city to begin Alley cleaning service.

**Marketing and Business Development Update** **Charest**

JSA has data on marketing campaign for committee to review. 2022 plan suggested to push branded areas within downtown (Brewery District, Civic Center, etc.) Committee suggested adding QR codes to print media.

Art Hop is going smoothly and crowds continue growing. Christmas parade was well received but low on participants, probably due to COVID. Create Here will be launching in the next week or two.

**IX. New Business - None**

**X. Attendance Report** **Roush**  
No Update

**XI. Adjourn – 9:07 am**