

# DOWNTOWN FRESNO PARTNERSHIP

## Executive Committee

Thursday, April 14, 2022  
8:30 A.M. – 10:00 A.M.

Downtown Fresno Partnership  
845 Fulton Street

### Minutes

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

I. **Call to Order** – Meeting was called to order at 8:36am Cerracchio

II. **Public Comment**

Bob Gurfield requested an item be added to the board meeting, but did not want to give further details.

III. **Approval of the December 9 minutes (Action)** Cerracchio

Motion made by James, Gill second, motion approved.

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

Cash was moved into a new money account in the amount of \$250,000 with \$95 gained in interest. P and L budget to actual, the PBID revenue was not received yet. Cerracchio will check with Lupe. In year-to-date, we are on track with 2021 once we do receive the PBID revenue.

Motion made by Anderson, James second, motion approved.

V. **PBID Renewal Update** Cerracchio

DFP is at about 42% of petitions signed. Cerracchio will send an updated list of the last holdouts. Some property owners are holding out for the baseline services to sign. Barfield said DFP should have that by next week and, with that, 4% should be gained. Councilman Arias has been calling and urging people to sign. DFP will follow up with Mayor Dyer on his calls. Gurfield will try to talk to Radisson about signing. Gill will reach out to DoubleTree. The deadline is tentatively the end of April and we are working to get ballots approved.

VI. **Planter Adoption Program (Action)** James

The City has agreed that planters around downtown can be adopted by businesses that want them. We need to create the application process for businesses to apply. Los Panchos has already painted and planted in the planters outside their business without waiting for this process. We have to check the City agreement to see if the planters can be painted. We had set \$18,000 aside for landscaping last year that was not used. We would now like to set \$3,000 aside, or \$150 per planter, as a grant or incentive to help business with the initial take-over of the planters. Los Panchos may be able to retroactively apply.

Motion made by Gill, Charest second, motion approved.

## VII. CEO / President Update

Cerracchio

Next week's board meeting will be the first with Paul Nerland on the board. Starting May 1<sup>st</sup> there will be a new downtown PD unit, totaling to 2 units. An arsonist is still on the loose starting dumpster fires. DFP met with Chukchansi Park and the City to find ways to clean up on days after events. Ambassadors have been dealing with it the most, which is not always feasible. Wells Fargo trash permits were okayed.

ArtHop has been a big draw downtown, April bringing huge crowds. DFP continues to help activate Mariposa Plaza with Mas Fresno, has helped a DTA student activate Kern Plaza, extending into Chukchansi Park this month, and has done a street closure at Warnors Theatre to activate that area. 'NoLove is a new event we are helping a community member plan. It will be located by the galleries on Mono, April 23, from 12-5pm. State of Downtown will be held May 17 at the Grand. Fiestas Patrias is being planned for September with the City and Councilman Arias backing it. It is planned to be a 2-day event on Fulton between Tulare and Fresno. A parade and concert are part of the event. It is planned for the same weekend as Oktoberfest at Tioga.

## VIII. Clean & Green Committee Update

James

DFP Ambassador, Rowell Reyes, has started a Graffiti documenting platform. He has been tracking graffiti for about a month to find a pattern in the spikes, locations, and days that graffiti is at its worst. We also discussed solutions for the trash left by illegal street vendors after Chukchansi events due to no code enforcement. Beautify Fresno did not seem to keen to assist. James suggested an on-going volunteer list for DFP to help clean on those days. Cerracchio mentioned that Chukchansi offered Grizzlies tickets as incentives for volunteering. April 30 marks the Great American Clean Up with 2 locations downtown. The Downtown volunteer lists are pretty much full. Cerracchio mentions that if any of the committee wants to be involved, DFP can use help checking all the volunteers in.

We are trying to get the planter program launched in the next few weeks. James, Cerracchio, and Jazzmine Young have a meeting on April 15 to finalize plans. The funding for this will help initial planting of sustainable plants. Cerracchio mentions that Councilman Arias is in support of string lights across Fulton St so that is back on the table.

## IX. Marketing & Business Development Committee Update

Cerracchio

JSA gave a presentation of DFP's marketing plan for the year. B2B will be a smaller region this year and will run from May-Dec. B2B will be similar to last year and run from May-Dec. DFP will be going to the EDC Real Estate Forecast as a sponsor with a booth. There will be printed business directories and promotional items. FresYes Fest was recapped. 23,000 people were in attendance making it the busiest FresYes. Full Circle had a sub-event and it was all a great success for the Brewery District. The Brewery District is working on Oktoberfest plans together. Create Here selected its winners and press conference in the Galleria is set to announce them. A new grant, Stay Here, will launch at the end of April.

## X. New Business

Cerracchio

The Rose opened up in the old Hop Pk space. They are a restaurant and they also hold evening events and dance classes. They could use our support. Plant Slayer is a new vegan restaurant that will open in the Galleria this year. Downtown Barbershop had soft open at the last ArtHop and plans to the grand opening May 5<sup>th</sup>. He is currently leasing out chairs. Bourbon and Brimstone is a gastropub set to open in TW Patterson this summer, planning for July. Huang Lan is waiting on

permits, due to negligence by the architect, but the City is trying to fast track it. Sun Stereo is set to open soon and is finalizing leases. Convention Center Hotel should be moving forward soon, as told by Councilman Arias.

XI. **Attendance Report**

Roush

XII. **Adjourn** – The meeting adjourned at 9:19am

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Page 1 of 1

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