

DOWNTOWN FRESNO PARTNERSHIP

Executive Committee

Thursday, April 9, 2020

Downtown Fresno Partnership

8:30 AM – 10:00 AM

845 Fulton Street

MINUTES

Present: Hilary Haron, Jessica Roush, Cassey James, Chanelle Charest, Scott Anderson (via phone)

Absent: (none)

Staff: Jimmy Cerracchio, Courtney Ramirez

Public: None Present

- I. **Call to Order** - The meeting was called to order at 8:30 AM.
- II. **Public Comment** – N/A
- III. **Approval of December 12, 2019 Minutes (Action)** – On a motion by Anderson, seconded by Roush, the minutes were approved.
- IV. **Approval of the Financial Report (Action)** – Cerracchio had some technical difficulties in Quickbooks and needed David’s help to reconcile. They were received this morning and distributed to Executive committee prior to the meeting. Cerracchio mentioned that the first assessment payment was received as well as some State of Downtown sponsorship money. Also, some CArthop income was received. There are normal administrative expenditures at this time. Some marketing expenses from the rebranding campaign also came in, which approved from last year’s budget. The balance sheet shows that the bank accounts are in good shape. New computers have been delivered, but do not appear on this balance sheet, since the order was on the next credit card bill. Anderson says he wants to refrain from voting until he has more time to review the documents. Committee agrees on deferring vote on approval at next meeting.

V. **COVID-19 Response and Outreach**

DFP staff is continuing outreach to the merchants and sharing information with the public via social media about restaurants that are open. They are updating the business resource page and sharing those updates with businesses on our list. DFP has also distributed a business survey to businesses, and have received 25 responses so far. The team is calling for the rest. The City of Fresno has agreed to bag meters for Downtown Businesses that are doing to go and curbside. The yellow and green bagged meters have been rolling out. There’s a gift card campaign coming that will encourage people to patronize Downtown businesses. Staff has been in contact with the City

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and the Convention Center, though details about their medical facility are not available yet. We will be able to support with food and dining. Staff is still working on the blood drive, and have received a go ahead from the Blood Center, with assistance from Mark Standriff on the city side. We are promoting Blood Drives in general on social media. The DFP cannot qualify for current COVID-19 assistance but we are reaching out to government members for support including Treasury Secretary Mnuchin, Senators Harris and Feinstein. We are looking to see if we can shift ProNeighborhoods funds into business retention and assistance areas. Sarah Moffat from the Downtown Fresno Foundation has provided contacts to each office, and is helping with follow ups to her contacts. The foundation is also looking at other assistance programs, including a GoFundMe for public fundraising to buy lunching for medical staff and first responders. Cerracchio adds that if you hear of businesses that need help with the programs and assistance please contact DFP for direction to the right groups. Haron noted there is a grant through Verizon and asked if we qualify. The DFP staff will look into it, and we may be able to access it through a c3.

VI. CEO/President Update

Cerracchio also received correspondence with PUMA about an Economic Recovery Plan for downtowns. They said they are creating a stability framework and it will be shared with IDA. Brad Segal from PUMA is open to talking with Fresno about it via a conference call. Branding is still moving forward, but has hit a snag with design. We were not able to do photo shoots so pole banners and collateral are delayed, but moving forward on other pieces. Most events are postponed. State of Downtown will hopefully be held in June. FresYes is being planned for the fall. CARtHop is on hold until the emergency is lifted. Market on Kern is looking on moving forward as an essential program to provide food. The farmers have said they are hurting for sales. Staff coordinating with restaurants and Bitwise to coordinate food deliveries as part of the market. ArtHop events are on hold, but we are looking to have a welcoming back type event when this is over.

VII. Clean & Green Committee Update

James covered the minutes from the meeting including COVID-19 updates, no ambassadors are working on street but are assisting with business outreach. There have been a handful of windows broken and some break-ins including 860 Fulton, Expositor, JCPenney, 1251 Fulton, Cornerstone Coffee, & CMAC. Police are shifting resources to downtown evening hours and adding bike patrols. Our private security is temporarily going from 6 hours to 8 hours until April 24th. Homeless population is increasing. Concern about starting fires was brought up. DFP staff is reaching out to businesses, sharing

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information and resource, gift card promotion. The COF is offering a small business program with a \$750 microloan plan. Trash and graffiti is down from 2019. We confirmed that dumpster enforcement is PBID wide. Eight dumpsters were selected from gravity locked systems and reinforced lids by MidValley. They are working very well for the test period. Midvalley covered the costs for these initial dumpsters, but unsure about additional ones. Conversations with Councilman Arias suggest exploring if the city can help with a cost. Planters and the adopt-a-planter program has been on hold, but it is something that we need to address eventually. Security report break ins are the biggest issue. James mentioned expanding security hours. On-street parking meters are still being enforced. Parking structures are free but unstaffed. CIS security is still patrolling the garages.

Haron asked if break-ins are happening recently. Cerracchio said that the first week was quiet, then in the last two weeks the break-ins and issues increased.

VIII. Marketing & Business Development Committee Update

Cerracchio says that we discussed the branding and COVID-19 outreach. Angela at Chamber provided information on County Health orders, as well as Business Resource Response team. Channelle said Bitwise can share any information on outreach we are doing. Committee also covered the bagged parking meters and events update. The real estate guide has been updated, and we are still planning to launch the Create Here program. However, we are asking if funds from the PRO-Neighborhoods Grant can be shifted to business assistance grants assisting with COVID-19 recovery. It was also mentioned that Central Valley Community Foundation is creating a fund/grant to help businesses. Downtown Deli has opened. United Way is also offering microgrants. All programs are listed on the website and distributed to the COVID update email list.

IX. Attendance Report

Haron stated that it looks good so far, but she will reach out if people are missing too many meetings.

X. Adjourn

The meeting adjourned at 9:05.