

DOWNTOWN FRESNO PARTNERSHIP
Executive Committee

Thursday, June 10, 2021
8:30 A.M. – 10:00 A.M.

845 Fulton Street
Downtown Fresno Partnership

MINUTES

- **Present:** Jessica Roush, Hilary Haron, Scott Anderson, Cassey James, Bhavneet Gill, Jackie Anaya
- **Staff:** Jimmy Cerracchio, Courtney Ramirez
- **Public:**

I. **Call to Order** - The meeting was called to order at 8:34 AM.

II. **Public Comment**

There was no public comment. Jimmy mentioned that Cassey would have to leave early, and asked to move the Clean & Green Update to item #4 on the agenda.

III. **Approval of April 8, 2021 Minutes**

Roush

Skipped due to errors in document that was distributed – they will be approved at the August meeting..

IV. **Clean & Green Update**

James

Cassey mentioned that Councilman Arias is proposing increased fines to vacant buildings that are not being developed and not being maintained. This should be going to council soon. She then talked about the increase in vandalism, graffiti, and break-ins occurring. She mentioned that there had been some homeless camping that security and ambassadors are helping to move. Now that Art Hop is back, DFP is talking with MidValley about moving the street can pickup to Fridays. She said that DFP is going to be having a meeting with the city to discuss trash compactors. Jimmy said they are waiting for the city to follow up, and that DFP has all their info ready for the meeting. She mentioned that there had been complaints about Spiral Garage not being cleaned properly. Jimmy followed up and explained that visitors had called to complain to DFP about homeless activity in the garage and human waste being left behind. DFP coordinated with City to make sure Ace parking is cleaning before baseball games. Ambassadors will do walkthrough the garages one hour before game time to insure it is clean and safe. Police will be patrolling for homeless in garages.

V. **PBID Renewal Update**

Roush/Cerracchio

Jimmy stated that we are working on the Petition Drive. Courtney is setting meetings with property owners and including Jimmy, Jessica, Hilary, and Ashley Webster (the board members serving on the ad hoc committee). On June 22, the County Supervisors will vote to approve the signature of their petition. The City Council will vote on July 15. Jimmy is trying to set meeting with Councilman Arias in advance of council hearing.

VI. **Approval of April Financial Report**

Cerracchio/Gill

Bhavneet noted that there was very few changes besides the usual bills being paid. We are waiting for the 2nd installment of the PBID payment and should have it by July. On the Budget vs actual report, there is \$5060 paid for long term repairs. This was for trash can repairs to fix damages, replace lids, etc. We will talk with the CPAs if this should be amortized over time? On the balance sheet, she mentioned that Danny's final paycheck is in the suspense account waiting for the

DOWNTOWN FRESNO PARTNERSHIP
Executive Committee

Thursday, June 10, 2021
8:30 A.M. – 10:00 A.M.

MINUTES

845 Fulton Street
Downtown Fresno Partnership

bookkeeper to re-categorize it. There is \$174.13 in the CDTFA Sales Tax line on the balance sheet that the bookkeeper is working on resolving. This is for sales tax.

VII. Fee for Service Discussion

Cerracchio

Jimmy mentioned that some businesses not located within the PBID, but still downtown have asked if they could become part of the Partnership. These businesses are not close enough to the existing PBID borders to be accommodated in the renewal, due to so many parcels between them and the PBID boundaries. The businesses include possibilities like Scarab Creative Works, Fulton 55, and others have expressed interest in marketing services. Cerracchio noted that other downtowns are doing this utilizing a fee for service agreement, where they pay what would be the amount assessed to them if they were in the PBID. The consensus was that it was a good possibility, and to gather more data and present to executive and then board at a later date. It was mentioned to limit the service to marketing and advocacy, and not security/ ambassador services.

VIII. CEO and President Update

Cerracchio

Regarding COVID-19 rules, an article published on June 10 said CAL-Osha has reversed their decision to keep employees masked and we are expecting restaurant guidelines to be updated by June 15. Businesses should be allowed to return to full capacity by June 15. Full Circle is planning to bring in national acts starting in September. The convention center has their first big show in July, and will bring Broadway shows back in October. Fig & Honey has moved into TW Patterson and is beginning buildout on their wine bar and market. McQueens has their permit applications in on their building on Van Ness.

The Foundation awarded nine façade grants totaling \$12,000 to help people with repairs and improvements. They also awarded 5 mural grants totaling \$6,000 and we are aiming to launch create here and stay here in July for 2021.

DFP took part in 2 Art Hop events this month. We had a beer garden and art market with MAS Fresno at Mariposa Plaza and helped close Fulton between Inyo and Mono for the Brewery District/ Street Eats Block Party. We are also assisting in closing this section of the Brewery District on Saturdays this summer to have regular block parties. We have asked the city to help provide barricades to reduce our event costs. If they can not provide, we would like to purchase barriers in partnership with Tioga and the Grizzlies, to limit having to rent them for each event including Market on Kern. We are supporting the City and KSEE 24 for a small clean up event on Saturday June 12, and will launch our next big downtown clean up day on August 7.

DOWNTOWN FRESNO PARTNERSHIP
Executive Committee

Thursday, June 10, 2021
8:30 A.M. – 10:00 A.M.

MINUTES

845 Fulton Street
Downtown Fresno Partnership

Downtown Academy has restarted for the end of the program, and the Downtown Boosters will be launched next week.

VIII. Marketing and Business Development Update

Cerracchio

The B2B marketing campaign has been finished, with ads on FB and IG. There are 84 qualified leads from the campaign, and more information will go out to them. We totaled 4.5 million impressions during the campaign with Facebook and Instagram performing best. Most clicks were from Fresno & Bakersfield. The Business to Consumer campaign has begun with digital ads and new videos which were showed to the group. Other info was already covered in the presidents report.

IX. New Business

None.

X. Attendance Report

Jimmy will get Jessica the attendance report

XI. Adjourn – 9:18 am