

DOWNTOWN FRESNO PARTNERSHIP

Executive Committee

Thursday, June 11, 2020

Downtown Fresno Partnership

8:30 AM – 10:00 AM

845 Fulton Street

MINUTES

Present: Hilary Haron, Jessica Roush, Cassey James, Chanelle Charest

Absent: Scott Anderson

Staff: Jimmy Cerracchio, Courtney Ramirez, Danny Griffith

Public: Yahaira Lopez

- I. **Call to Order** - The meeting was called to order at 8:35 AM.
- II. **Public Comment** – N/A
- III. **Approval of April 9, 2020 minutes (Action)** – On a motion by James, seconded by Roush, the minutes were approved.
- IV. **Approval of the April 9, 2020 Financial Report**

(Discussion)

These items were carried over from a previous agenda. Cerracchio explained that the previous record noted a difference between the budget and actuals. The DFP was able to start the Market on Kern, and there have been costs involved with marketing that. The first things to notice are the marketing and economic enhancement lines. There were costs for the rebrand, as well as involved in setting up the Unity for Community Campaign. We have received a check, but it will not be in the current financials. The ambassadors salaries will show up under the payroll currently, but it will be separated out. The private security costs were way under budget, as we are slowly bringing people back to monitor the PBID.

There is a \$25,000 line item available now that can be spent on a special project. Haron, Charest and James noted that marketing and clean and green committee goals could be met with a project, particularly focused on the outdoor beautification aspects of the PBID.

Cerracchio noted that according to very bottom line, DFP's finances are in a good position.

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(Action)

On a motion by Charest, seconded by James, the financials were approved.

V. Approval of the June Financial Report (Action)

On a motion by James, seconded by Charest, the financials were approved.

VI. COVID-19 Response and Outreach

Griffith shared that the Downtown Fresno Foundation Re-Start Grant had 80 applications and 31 grants (though 10-15 didn't meet the criteria). The Central Valley Community Foundation, Chase, Fresno Grizzlies and Wells Fargo. Winners were selected by a committee consisting of 2 DFP board members, 2 DFF board members, Griffith, and Cerracchio. The committee scored applications that met the criteria. Approximately 65-70 were evaluated via committee through a metric so it wasn't random. The metric included taking into account those who were negatively impacted by the COVID-19 pandemic, those who have contributed to Downtown Fresno and those who have found ways to creatively operate during the crisis.

Griffith shared that they were also able to secure an additional \$10,000 specifically for Chinatown. He worked with Jan Mnamo to develop a program for Chinatown businesses, using a similar scoring system. If another funding source is secured, we may do a second round to extend to other areas downtown outside of the PBID. In addition, the Lowell CDC may be doing a small pro-neighborhoods grant and the Fresno Metro Black Chamber of Commerce will be doing something similarly.

Per the City of Fresno save our small businesses grant – Lopez stated that they have many downtown applicants, but they are continuing to do a push. The deadline is 06/12/20 at 11:59 pm.

Most things will open by Friday, and most businesses we have seen are taking steps to sanitize, follow social distancing.

The DFP is coordinating efforts with the Fresno Metro Black Chamber of Commerce to petition for easing the requirements to allow outdoor sales for retail, brewery district and patio spaces. We are still waiting on clarifications and guidelines from the city. Everyone that has done outdoor dining has had struggled with it. We are looking to Laguna Beach

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and other cities as an example. With regards to Modernist and parklet access for alcohol, according to the ABC, a server has to bring the drink to the patio area but it is allowable.

VII. PBID Renewal RFP Review

Four received – they need to be reviewed and read through by the executive committee, we are reviewing presentations and asking questions, so voting can happen in real time, price range 60k – 70K. scheduled next week and the week after.

VIII. CEO/President Update

Per the ongoing protests and riots, everything has been peaceful. The ambassadors and the police are continuing to patrol regularly. With regards to the defund the police and protesting efforts – do we need to take action as an organization, as the police budget is being heard next week? Should the DFP be involved?

Board members noted that the difference between personal and professional feelings must be navigated. Our board has concerns about homelessness issues and with influx into downtown, will crime start spilling over? As Downtown, we don't want to be abandoned in the process, but we don't want to lose our police. The plan is to have Cerracchio draft a letter for the board to make a statement on the desire for coverage in Downtown Fresno.

The state senate currently has a bill that is in suspense that affects commercial properties. DFP may possibly submit a letter on behalf of our properties downtown.

We have received Tax Finance District questions from our property owners and we need clarification from the city.

IX. Clean & Green Committee Update

COVID-19 updates have been covered. During the committee meeting, MidValley reported that no one has been locking their dumpsters since COVID-19. Locks and lids have been cut as well. New metal lids are rolling out but without the foot traffic there's a lot of repair going on. As businesses are re-opening, there should be a reminder letter including business tips and a reminder to lock your trash cans. Planters and fountains have been back in service. CVS fountain needed maintenance. No movement on large planters but they may be repurposed for parklet program.

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On July 1st, there will be an early morning pressure washers session near Poverello House, in order to clean up debris and it will continue on a weekly basis. There may be displacement of homeless people. June 22nd will be starting with parking structures again.

Per the Kern Street cans – the ambassadors have gone out and cleaned up but it is not within our responsibility. Finally, the city came through with maintenance, but the schedule is not clear yet.

X. Marketing and Business Development

The branding campaign has been completed and we are in the process of changing things over on the website. Everything stalled out because of COVID. Photo shoots of downtown restaurants have been postponed, but Ambassadors will have new shirts.

Quail State, Dab Tacos and Rec Room are all moving forward. Fig and Honey moving forward Modernist is looking into a 4 parking space parklet Mariposa Plaza received the TCC grant.

Website report – 70% organic search, and SEO is great, 12% via social media, paid is via Google Paid Search – has been running for about a year.

Social media – Facebook – engagement down but reach is up
Instagram is up 17% reach and engagement up 12%
700% in views on our stories
Twitter up 17% reach and 7% engagement

Market on Kern questions – Our events manager has done a lot of outreach to new farmers and they are responding, slower than normal.

XI. New Business

***covered previously**

XII. Attendance Report

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

XIII. Adjourn

The meeting adjourned at 9:42.