

Downtown Fresno Partnership

Executive Committee

Tuesday June 11, 2024
12:00pm – 1:15pm

Downtown Fresno Partnership
2020 Tulare St

Minutes

- **Present:** Phil Kliewer, Toni Tinoco, Jayni Wong, Mario Gutierrez
- **Absent:** Sevak Khatchadourian
- **Staff:** Elliott Balch, Lara Agulian
- **Public:**

- I. **Call to Order** – Meeting was called to order at 12:03pm Kliewer
- II. **Approval of Agenda (*Action*)** Kliewer
Motion made by Kliewer, Tinoco second, motion approved unanimously.
- III. **Approval of May 30, 2024 Special Meeting Minutes** Kliewer
Motion made by Kliewer, Wong second, motion approved unanimously
- IV. **Review April 17, 2024 Board Minutes** Kliewer
No comments were made
- V. **Public Comment**
No public was in attendance.
- VI. **Acceptance of the Financial Reports (*Action*)** Balch

Balch has shared the balance sheet and the budgets vs actuals for this report. The balance sheet measures changes and progress. In terms of assets, we are in a stronger position than last year at this time. The Kresge Grant is part of that. There is a substantial increase in accounts receivable of \$148K. This is for the cost incurred from the Youth Job Corps Program, which will be reimbursed from the City. We have received the payment for March recently, and we have sent out the other invoices at the beginning of each month, just having sent the May invoice last Friday. Each of these invoices comes to about \$40-50K. Our fixed assets are also higher as we got more signage this year and trees to plant in City planters around Downtown. With the changes to the accounting, rent is under assets and liability, so it looks bigger when it isn't. Our equity is also slightly improved from last year.

In the budget P and L, our income is still half as we are halfway through the year. COGS is an event component. With our outsourced bookkeeping team, there have been some misattributed categories. Things have been put under COGS supplies that don't belong there and are not related to events, for example. Balch is actively working on financial procedures for DFP to get that be more in-house so less of these errors occur. Having someone closer to the operations will make this smoother.

We have overspent on certain things. We hired a firm in Ohio to help us apply for Pandemic Tax Credits in hopes we will receive \$115K. We are still waiting on those decisions. There was also an overage on the CPA firm fee this year of \$11K. Balch has learned from this that the books to be cleaner before they are handed off to the CPA firm. This is just another reason to work on the financial procedure and get things more in-house. The total expenses are on par at 44% of the year's budget. The net income is also exceeding the budget.

Motion made by Wong, Kliewer second, motion approved unanimously

VII. Downtown Retail Project (*Action*)

Balch

There is a draft contract coordinating with David Weinert that is a three-party agreement, including a local broker. Balch has not brought this to attorney Price yet as he wants to wait for a more final version. He should have this by the board meeting on June 26. Balch wants more City contribution as they would profit off these leases as well. He is in talks with Jordan Sanchez about this. If the board approved the contract, the start date would be July 1. No action was taken as it was agreed we would wait for the board meeting to have an action item there.

VIII. CEO Report

Balch

Balch and the DFP team have worked on the scope of work and services needed for the Ice Rink. The chosen rink company sent over an agreement and Balch had attorney Price look over it. We have sent back a version that would be more beneficial to us. We are still working on City involvement. If the City can make the first payment, it would be part of the current fiscal year rather than the new one starting in July. We are still appealing the Measure P decision to leave out all of our applications except one. One of those would help pay for the rink. There is a commission meeting on Monday for Measure P and we would love to have as many people as possible there. Balch did speak with the City Manager to let her know what was going on. He also spoke to Joaquin Arambula. He did try to schedule time with Lilia from the Arts Council and it did not work out.

Along with the Ice Rink, we had a Measure P application in to take over event operations for ArtHop that was not considered. At this month's ArtHop there was a stabbing near Maston Towers and shots were fired, thankfully not hitting a person, but hitting a building at Fulton and Mariposa. Captain Viveros reached out to Balch to get some organizers together for a meeting. Gutierrez asked more about what it would mean if DFP took over the event. His tenants have told him that there is traffic congestions and other issues that he feels could be alleviated if

someone was organizing the event. Balch let him know that we would be able to place vendors in the parking lane and give them specified locations. This would mean vendors would not have to show up early to claim a spot. We would start charging a small fee for vendors. Balch mentioned that we have spoken to the City about us handling staff costs, but the cost to organize the event each month with permitting and all is \$25K. That is not something we can afford and therefore need the City to work with us. DFP would still work with all the organizers who are part of ArtHop now, not taking over their turf, and we would just be an organizing head. Gutierrez hopes this can go through as that would be ideal.

We put out a marketing RFI for the Ice Rink along with a few other things. Since the cost is over \$25K we had to go through the RFP process and will eventually need board approval of who we hire. JSA applied for the marketing as they have been partners with us in the past. Merza films also partly applied to be the filmmakers for us. We will work out an arrangement and bring that to the board meeting on June 26.

Balch is still waiting to hear more about parking info and fee increases in the new budget. He will be at the Budget Hearing tomorrow to talk about this and might even put in a positive word for the economic development money to show support for that.

We are halfway through YJCP with the program ending on September 4th. We are working on an extension at least for ArtHop and Fiestas Patrias for September, if we haven't spent all the money. The ultimate goal is to have them as the labor source of the Ice Rink.

IX. Board Open Discussion

Tinoco let us know that she will likely be unable to join the Board meeting in June. Balch will send her info earlier so she has a chance to share her opinions if she can't be there.

Kliwer is signing final bank documents for a loan. With this, construction on the future home of McQueen's Bar will begin as early as next week. DFP has tacked on an extra half hour of security time to what we regularly provide to keep an eye out on this construction zone as well. Since it is in Zone 1, and we do not provide security there, Kliwer is taking on the additional cost and will be billed quarterly. This kind of security might be something we want to do for Zone 1. Kliwer has also separately reached out to Cen Cal Security to have a guard around on weekends during the day as well, when there is less regular traffic in the area.

Adjourn – The meeting adjourned at 12:45pm

Kliwer

DOWNTOWN FRESNO PARTNERSHIP

2020 Tulare Street, Fresno, CA 93721 | phone 559.490.9966 | fax 559.490.9968 | www.downtownfresno.org

Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with a disability, as required by laws. Any such request must be made in writing to the administrative assistant at 845 Fulton Street, Fresno, CA 93721. Persons needing disability-related modifications or accommodations in order to participate in public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the administrative assistant at 559.490.9966 at least 48 hours prior to the meeting.

