

DOWNTOWN FRESNO PARTNERSHIP

Executive Committee

Thursday, June 6, 2022

Partnership 8:30 A.M. – 10:00 A.M.

Downtown Fresno

845 Fulton Street

Minutes

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

I. **Call to Order** – Meeting was called to order at 8:31am Cerracchio

II. **Public Comment**

No public comment.

III. **Approval of the April 14 minutes (Action)** Cerracchio

Motion made by Gill, Charest second, motion approved.

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

In regards to the balance compared to year end, The Market on Kern will change and increase by the board meeting next week. Mixed asset increased because of computer firewall purchase using funds in the computer section. In budget vs actual, the PBID revenue was received. Events will line up as we go through the year. Dues and subscriptions is running higher, but there was a duplicate payment. Once that is resolved, we will be back under budget. The payroll is low as we have been down one ambassador and with reclass issue for payments. Cerracchio is waiting to hear back on second asset check and how much it will be from Lupe Perez.

Motion made by Anderson, Anaya second, motion approved.

V. **PBID Renewal Update** Cerracchio

The petition drive is finished and it passed. We are now in the ballot phase and those were mailed out to property owners on June 2nd. Some voters may receive multiple ballots if they have multiple properties under different names. They would need to vote for each one individually. Councilman Arias has agreed to call some voters and urge them to sign. We started a social media campaign yesterday to remind people what DFP

has accomplished and what we do. We will also call and email to follow up with voters. We need a majority yes vote out of the ones that are sent back. Each ballot had to be sent to the address associated with their property, but another can be sent to a different address if that is requested.

VI. CEO / President Update

Cerracchio

Cerracchio spoke to City Council on April 28 to update them on the PBID. DFP had a meeting with Mark Standriff on the issue of trash in downtown. It has been getting really bad in downtown with all the crowds and more events. A lot of the clean up responsibility has wrongly been left to the ambassadors. The Mayor wants a clean and sanitation plan for downtown with the \$300,000 he wants set aside for downtown. We want this part of the City budget to be approved along with the upped police presence in downtown. Sarah Moffat is working on a draft that anyone can sign and send to the City to advocate for downtown. ArtHop is busier than ever and we are trying to find solutions. Standriff wants Public Works to change their work schedule so they can help.

Fulton 1 and another police team are still patrolling downtown. There has been more vandalism lately. DFP met with the new parking director, Melissa Almaguer. She wants a reset on the parking issues that have come up recently with the meters and the parking app. They do not fully function together as of now. They have stopped charging different price at different times for now.

DFP was part of a press conference with River Park Properties as they are renovating the Mariposa Building into Class A office space. They hope to be done within 18 to 24 months. Mariposa Street, in front of the building, is a pedestrian mall now, but they will open it up to cars.

Downtown Barbershop had its grand opening last month. Bone Dry Sober Bar has signed a lease in Sun Stereo Warehouse. Plant Slayer has had their lease signed in the Galleria. They are finish up some unforeseen flooring issues and hope to open by August. Brimstone and Bourbon has a lease signed in TW Patterson. They had some contractor issues but are back on track now. Wells Fargo go their trash compactor. There is a kiosk by the Radisson hotel, which is the DFP's. Agulian has been working to find a company that will fix it up so we can fully use it again, but no seems to be able to. We will try Sierra Lock and Glass next but would like recommendations if anyone has one. Kirk from Root General did suggest Ideaworks. It did get tagged but was cleaned by ambassadors.

VII. Clean & Green Committee Update

James

Nora Monaco, a property owner in the Brewery District, attended the last Clean and Green Meeting. It was nice to have a member of the public on. She is interested in getting some street cans for the Brewery District now that it attracts big crowds. Standriff brought up the 4 entities that service street cans and wondered who would take

on the task of new cans on Fulton. Would the cans be serviced quickly enough to deter the spreading of that trash?

There were 14 applicants for the planter program with 10 qualifying and 4 being out of the PBID. 33 planters were requested. There are 30 abandoned planters but there are 7 next to CVS we may not be able to move as they block cars from driving on sidewalk. We are waiting for an answer from the City about those 7. If we cannot move them, we have 21 planters to give out so we will have to go through the applications and decide who gets how many. We will then also have to figure out who gets charged with taking care of the 7 by CVS. Kepler School applied for some planters so we wondered if they would be willing to come out and take care of these. We are also considering other groups that may be interested such as the group working on Broadway Park in Tower District. Young said that the task of the planters might be put on Public Works radar.

Cerracchio spoke about the Great American Clean up. There were 160 volunteer signups just for the downtown area. Overfull dumpsters have been an issue in downtown. Mid Valley is working on correcting and updating contracts with businesses. Ambassadors have also been getting locks from Mid Valley to help lock up dumpsters.

VIII. **Marketing & Business Development Committee Update**

Charest

JSA gave an update on the current ad campaigns we are running. We have more impressions than clicks, which was our original focus. Now that we have the views, we will move to starts attracting clicks and interactions with the ads. We are considering making a special landing page on the website with relevant information, instead of just directing people to the main DFP website homepage. We also focus on Facebook now, but want to start focusing on Instagram as well. JSA is working on taking updated photos to update the campaigns.

ArtHop is blowing up and might keep growing for the summer. DFP has been working with businesses for the street closure at Warnors Theatre to get quality vendors and have some control.

State of Downtown was successful from the view of the attendees and the venue. The attendance and sponsorships were a little lower than we hoped. Only 4 board members from the DFF and the DFP were in attendance, which isn't the best look at events where the Mayor and Councilman Arias are there. The caterers were downtown restaurants and they felt the event was a success.

Fiestas Patrias is in planning for September 17 with the help of Councilman Arias. There is Oktoberfest and a Grizzlies game that same day downtown so now there is concerns of not enough police. The event is supposed to have a concert at Selland Arena, but that has come across some hiccups with the Fresno Area Hispanic Foundation. DFP is handling logistics for street closure. The funding for the event is hinging on the Mayors Budget.

Fulton Street Party will be in October. We will turn in the street closure applications once we finish turning in the Fiestas Patrias application. We are still deciding what

streets to close.

The Create Here Grant closed and the winners were announced. The 3rd place winner, Plant Slayer used their check for paint as they have a lease signed already. The 2nd place winner, Bone Dry Sober Bar, signed their lease recently so they have received their check as well. We are working with Desirae Washington, the 1st place winner, on finding a location for her business Grumpy Burger Lady's.

Stay Here is in its application process now for existing downtown businesses. 33 applications are in now with a new being in Spanish. DFP's summer interns will be a big help as they are bilingual in Spanish. The review process will begin next week.

DFP did attend the EDC Real Estate Forecast in April as sponsors. Our logo was displayed all over and we had a booth at the event, which was well attended. We did have promotional items made for the event like pens and bottle openers that we can share if anyone wants. We also have visitors guides printed for downtown.

Young thanked Agulian for spearheading the social media and doing great at marketing on our own end.

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| IX. | New Business | Cerracchio |
| | No comments. | |
| X. | Attendance Report | Cerracchio |
| XI. | Adjourn – The meeting adjourned at 9:07am | |

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