

DOWNTOWN FRESNO PARTNERSHIP

Executive Committee

Thursday, August 11, 2022
Partnership 8:30 A.M. – 10:00 A.M.

Downtown Fresno
845 Fulton Street

Minutes

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

I. **Call to Order** – Meeting was called to order at 8:33am Cerracchio

II. **Public Comment**

No public comment.

III. **Approval of the June 9 minutes (Action)** Cerracchio

Motion made by Anderson, James second, motion approved.

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

The balance sheet comparison with 2021 is on page 2-3 of the financial report. These have not changed much from the last meeting. The budget to actuals are on pages 4-6. We are still waiting for the 2nd PBID check. There is no update from Perez at the City. Last we heard, the City was switching its tech for this kind of accounting, which could be holding this up. Event income is still a bit upside down, but that is due to timing, outstanding sponsorships, and vendor payments. We are on target for now. We were behind on one payment to private security, but that has been since updated. Anderson questioned the marketing financials and why they are lower than the previous year. With JSA, DFP just started running digital ads and it hasn't been charged yet. This should be on track.

Motion made by Anderson, Anaya second, motion approved.

V. **Nominating Committee** Cerracchio

In Zone 1, Bhavneet Gill, Channelle Charest, Conrad Moore, and Derek Franks are the members up for re-election. In Zone 2 it is Richard Caglia and in Zone 3 it is Sevak Khatchadourian. Bob Gurfield and Jessica are terming out this year. We will be calling

for a nomination committee in the next board meeting next week. The solicitation letters will go out August 22 in the mail. James wanted to know how many business owners versus property owners are needed. We will find this information in the Bylaws by the board meeting and also add it to the solicitation letters.

VI. PBID Renewal Update

Cerracchio

The PBID has been renewed as of the end of July. 50% of ballots were returned, with effort on DFP's part to call and remind property owners. The initial mailing of the ballots by the City Clerks Office have to be mailed to the addresses listed with county records. A lot of property owners did not receive their ballots so they then could be re-sent to a different address or emailed over. Of the returned ballots, there was an 85% yes vote. Will Dyck surprised us by voting yes though he told us he would vote no. Civitas has asked that we not make any announcements for 30 days as people are allowed to dispute the renewal in that time. Everything is with the County for finalization.

VII. CEO / President Update

Cerracchio

The lease on DFP's office space is up in April of 2023. The Bylaws state that we need to get quotes from different spaces. From there, DFP will bring those to the Executive Committee and Board since it is such a high expenditure. Anyone on the board can be part of the process and go to site-visits if they want to be more involved.

There have not been any severe security reports lately. Most of the calls have been due to medical issues within the homeless population downtown. The overnight patrols have been responding to calls in a timely manner. There have not been any vandalism or break in calls.

ArtHop has become a security issue with drug use and people selling alcohol on the streets. The Health Department stopped by The DFP office to discuss the event and what can be done. David Rodriguez at the City is putting together a meeting with the DFP, ABC, the Health Department, Police Department, and others to discuss this and how to do enforcements for ArtHop. We would like enforcement to give out warnings and ask vendors and people to leave. DFP asked the City permits could be given just for sidewalks without closing the street. They said it was not possible, but this could be a better answer than closing the street. Ambassadors are out there on ArtHop handling the trash with an extra dumpster for the night. The plus side of the event is that Fulton is super active.

Ambassadors have been short handed for a time as two ambassadors have been out on PTO and a leave of absence. We were still able to staff 7 days a week. One ambassador has returned and the other will later this month.

Agulian has been working to get banners up on the light poles of Fulton Street. There seems to be a solution and now we are working to coordinate a time to get that done.

DFP is working with Fresno States design department again this year, having students design ideas for and of downtown Fresno. The director there, Holly, also wants to make a digital twin of downtown and wants the City and DFP to be part of the undertaking of that. It could be a great tool.

In development, there was a groundbreaking for a new hotel at the Convention Center. The CVS on Fulton is closing. Two of our three Create Here winners have leases signed with Bone Dry Sober Bar in Sun Stereo Warehouse, and Plant Slayer just having opened at the Galleria at Civic Center Square. The first-place winner, Grumpy Burger Lady's has been updating us and seems to be close to closing a lease. Modernist should be opening a new speakeasy bar next door by December. The owner of Huong Lan, on Tulare, hasn't been responsive to us, but the property owner, Leon Alchian, says that things are moving along with them. An outdoor BBQ place will open in the open lot at the Brewery District this year. A whiskey bar will open in the Brewery District next year at 701 Fulton.

The event on July 4th did well. We worked on the cleanup and are hoping to plan it earlier and do more for the event next year. We believe the City will keep funding this event.

Fiestas Patrias planning is still going. We are in charge of logistics and we will get reimbursed for what is spent on that. We were not going to do the beer garden, but we have now been put in charge of that. We will be staffing it ourselves and with volunteers, and we will be getting 10% to 15% of the sales. The Arts Council and Fresno Area Hispanic Foundation are in charge of getting vendors and other entertainment for the event on September 17.

The Beautify Fresno event on August 6 was great. 160 volunteers signed up for downtown with about 100 in attendance day of. There were also 6 separate groups who chose their own location to clean in downtown that day.

Fulton Street Party and the Christmas Parade are being planned and there will be more information on this soon.

VIII. **Clean & Green Committee Update**

James

Mid Valley and DP are working with Mammoth Mall to get them a bigger dumpster and theirs does not seem to be enough to service all the businesses located in the mall. Can liners that were burned and damaged have been replaced on street cans. The Californian has been leaving their dumpsters open and unlocked during the day to let their residence dump their trash, but there has been an employee on duty to monitor that. In the Clean and Green Meeting, Standriff mentioned that the Adult Offender Program will be expanding into downtown in September and they start cleaning at 6:30am. James asked where we were on the dirty storefronts of some vacant buildings on Fulton. She wants to get the ball rolling on either contacting the property owner or fining them. We are still waiting on an answer on that, but we will check with Homer at the City.

James shared that Melissa Almaguer, the new Parking Director at the City, updated us on the steps she is taking to streamline things in her department. Her and her staff are training and prepping to update meters and parking enforcement. They want to put new stickers on the meters that will not fall off and want to include several languages. It can be hard to tell when there are events downtown, but the meters will clearly state it when the event parking enforcement begins.

The Planter Program has come to an end. All planters will be given out to businesses. Young spoke on how they are working with those businesses to get all the insurance paperwork and designs submitted to the City for approval. Once approved, the City will deliver the planter to the business. There are 2 businesses who should get their planters this month. There were seven planters by CVS that are not able to be moved due to their location and pedestrian safety. We are still looking for a group to adopt these planters and care for them without moving them. Some suggested organizations have been Kepler School, who is a recipient of a planter already, Central Valley Community Foundation and the EOC LGBTQ+ Center. James has reached out to CVCF and is waiting for a response.

IX. Marketing & Business Development Committee Update Cerracchio

At the last committee meeting JSA updated us on the ads we have running. They will be creating new content soon to update what they have been running. JSA has also been working on a map for the DFP kiosk by the Radisson. The kiosk was recently fixed up by Sierra Lock and Glass, but it has been vandalized and the locks on one door has been broken. We will work to fix that. The Stay Here grant, which DFF received funding for by the Pro Neighborhoods grant, has concluded. This was for businesses already open in downtown who were working on the next steps of their business with improvements and expansions.

James asked if twinkle lights on the streets was still on the table. Cerracchio answered that it would not be happening right now. The issue came up when planning Fiestas Patrias. They wanted to put a woven design over the street, but they would have to drill in the light poles and the City will not allow it. The idea came up to put poles in that are specifically for hanging things such as lights. Councilmember Arias is looking into quotes for that.

X. New Business Cerracchio

No new comments. Cerracchio spoke on this earlier in the meeting during the presidents report.

XI. Attendance Report Cerracchio

XII. Adjourn – The meeting adjourned at 9:15am.

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