

# DOWNTOWN FRESNO PARTNERSHIP

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## 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, Scott Anderson, Bhavneet Gill

**Absent:** Cassey James

**Staff:** Jimmy Cerracchio, Courtney Ramirez

**Public:** none

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**I.** Call to Order/Establish Quorum

The meeting was called to order at 8:31 am.

**II.** Public Comment

No members of the public are present.

**III.** Approval of 6/11/20 Minutes (*action*)

Anderson moved to approve, Charest seconded, Gill abstained. Motion passed.

**IV.** Approval of 8/19/20 Financial Report (*action*)

Cerracchio and Gill updated the executive team on the financial report. Of note was the total event income line item which is a result of state of downtown sponsorships. The only income from events is from Market on Kern vendors. There is also a line item showing updates from Fresno County. The reimbursable expense income is a result of the Unity for Community campaign and DFF repaid DFP for fundraising shirts. Under grants and projects, the Central Valley Community Foundation contributed \$25,000 to the DFP, and is being used for Create Here through the DFF. The COG sold line item is related to the Market on kern, and there was a little on the state of downtown. Per the state of downtown, DFP is working on a virtual event idea but need to ensure that it won't lose appeal for sponsors. CMAC would produce, and would fill people in on how to support downtown. There are shutdown expenses noted on the accounting and that will be included in the annual review as well. Most notable are security increases, insurance increases, new URLs for unity for community, and website updates, ambassador cell phones, new computers. Money for the façade grant was used on the Restart Grant to support businesses. The Garbage service tasks are on track, and we still have 5000 for landscaping to allocate. By the end of the year, security will come in higher at the end of the year due to increasing to 8 hours per night, and we will see about maintaining it at a later date. There is normal depreciation on other

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assets, and the payroll liability items will even out. There's an equity change coming regarding computer workstations. There is PBID renewal funds allocated, and some of that will be used to start the PBID renewal process. There is an excess of \$25,000 above and beyond what is being used every month. It makes logistical sense to move that money into an account to earn in additional dividends.

#### V. Nominating Committee

DFP needs to establish a nominating committee in order to start the voting process for the 2021 board. The committee would help determine who would be a good fit for the board, as well as the executive committee. Anderson (Zone 3) is on the nomination form as a renewal. The ad hoc committee will be selected and meet soon.

#### VI. PBIG Renewal and RFP Update

The PBID Renewal committee will be meeting next Monday at 2 pm, and will review the public surveys that went out to PBID members, as well as the management plan, and the data access from the City.

#### VII. CEO/President Update

The main issues right now have to do with homelessness and criminal activity being on the upswing. DFP is encouraging merchants and visitors to file reports and report the crimes immediately. For example, the Business Journal break-in was not called in and Kepler School had multiple incidents that were not reported. There have also been ongoing issues with encampments at the 862 parking garage.

Ambassador Brian Kelly is working on homelessness as a special focus area and is working with the Poverello house, Rescue Mission, etc, and DFP is encouraged it will make a difference.

Protests have been taking place at City Hall and our stakeholders are monitoring those. There are plans in place for a clean up day, and we are encouraging businesses to promote it, covid information and protesting protection information. The City Parklet and outdoor dining grants are live, and we will be reaching out to businesses that may be interested in dining options.

The Market on Kern is doing okay currently, but the summer heat has dropped numbers. The DFP and DFF boards are brainstorming for a Christmas activity down Fulton Ave, and we are awaiting feedback from the City. There are pending Mariposa Plaza projects to be determined, but we are still trying to get community meetings set up. The Kern street trash cans are being serviced through DFP funds.

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The Create Here program launched last week and the focus is on retail, small scale manufacturing and other COVID adaptation businesses. We've distributed on social media, as well as promoted businesses that are re-opening.

With the \$25,000 budget surplus going into renewal, the advice is to go into a flashy, visible, community oriented, project that will draw people downtown, DFF will match \$25,000 and DFF Board chair is taking the lead, and we will work with the city on feedback for potential projects.

Motion by Haron, Gill seconded, motion approved.

DFP board agrees to allocate \$25,000 to a project and anything the DFF doesn't match will go into 2021 budget.

### VIII. Clean and Green Committee Update

DFP is working with businesses to get the dumpsters repaired, but the City is not issuing fines for non closed dumpsters. Trash is becoming a problem during the slower activity downtown. There are no changes in the COVID guidelines at this point, no gatherings and no indoor activity, so trash overflow should be a minimum. There is no update on the city planters and foundations support, but they could be helpful for the parklets. DFP confirmed that the Van Ness and Kern street trash service is in place. During the committee meeting, James pitched bringing on a "green" project consultant who is knowledgeable, and a local expert willing to donate time. The committee determined that bringing him in on a project makes sense if the bylaws allow. Our budget is \$5000 for landscaping.

### IX. Marketing and Business Development Committee Update

The City Attorney will be reviewing the Modernist shut down – however until the parklet is done, they are not able to open. The parklet program is moving through, as mentioned. The banners for the new branding are pending photos with Tioga and Bitwise. The new ambassador shirts are ready, and people will begin seeing them downtown. The Create Here program is launched, as noted, and the Downtown virtual end of year event could be a good wrap up of things that have happened.

### X. New Business

None

### XI. Attendance Report

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Skipped per Haron

### XII. Adjournment

Meeting adjourned at 9:29 am.