

Downtown Fresno Partnership

Executive Committee

Tuesday August 13, 2024
12:00pm – 1:15pm

Downtown Fresno Partnership
2020 Tulare St

Minutes

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

I. **Call to Order** – Meeting was called to order at 12:04pm Kliewer

II. **Approval of Agenda (*Action*)** Kliewer

Motion made by Kliewer, Wong second, motion approved unanimously.

III. **Approval of June 11, 2024 Meeting Minutes** Kliewer

Motion made by Kliewer, Wong second, motion approved unanimously

IV. **Review June 26, 2024 Board Minutes Draft** Kliewer

No comments were made

V. **Public Comment**

No public was in attendance. There was short discussion here about ArtHop that was expanded on later in the meeting.

VI. **Acceptance of the Financial Reports (*Action*)** Balch

Balch mentioned that DFP's equity position is reduced catering up to over disbursement. We are still waiting to see if we get the Covid era tax payment that we submitted for. Balch also met with Will Oliver at the EDC. Oliver mentioned that the EDC can help them with an EDA proposal which was pitch the City to match what we pay for the retail project.

We do have a sponsor for the rink being CRMC at \$25K. It does cost \$170K just for the rink itself, but that does not include staffing and the work to set up and take down the rink. In total it will be closer to \$400K. We will get labor from our partnership with the City on the Youth Job Corps Program. We also have a deal with the Grizzlies where they will be the ones to handle group sales and help with some sponsorships for the ice rink. There was further discussion

about the rink for this year and how it can look for the future.

We are paying David Weinert \$25k a month and Katleen Weisenberger \$5K a month for the first year of the retail project. After that Weisenberger drops to zero and Weinert drops to \$10K a month. There was discussion about how this is a risky plan, but that sitting still and doing nothing was a guaranteed failure. This committee is feeling that Weinert is the right person for the job and are hopeful of the outcome of the project. Gutierrez also thanked Balch for all the work he has done even leading up to this kind of project.

In terms of the Financial Report, the committee would like to see an updated projection of the costs for all the big projects coming up that includes revenue at the Board Meeting next week.

Motion made by Kliewer, Wong second, motion approved unanimously

VII. CA Dept of Tax and Fee Administration Registration (*Action*) Balch

DFP does pay sales tax on events when we sell beer and merch. We have made our recent payment, but in the process discovered that our registration is out of date with a past CEO and board members named. Balch would like a motion designating himself, Kliewer, and Wong on the registration as CEO, Board Chair, and Board Treasurer.

Motion made by Kliewer, Gutierrez second, motion approved unanimously.

VIII. Youth Job Corps Program (*Action*) Balch

We are on our YJCP contract for six months, but it does end on September 4. There is a new contract in the works which would start in mid October. This will leave us with no ambassadors for about a month. The City is looking at the program as a way to hire these employees into different departments at the City. The new contracts allow for three, 12-week cohorts of ambassadors. This would mean that we would have three cohorts between October and June that would each be with us for only 12 weeks. We are looking at cohorts of up to 12 people each time. This will be how we staff the ice rink. The City is capping the hours and wage of these YJCP to 20 hours a week at \$16 an hour. This is less hours and pay than we have been giving our current YJCP employees and leaves us in an uncompetitive situation for holiday hiring. The committee realizes the work that will go into training three separate groups of ambassadors, along with event changes with ArtHop, and will have a closed session meeting in October about personnel. We motion this committee to allow Balch to negotiate and sign a contract for the YJCP program.

Motion made by Kliewer, Gutierrez second, motion approved unanimously.

IX. SB 969 (Wiener), Entertainment Zones: Proposed Support Position (Action) Balch

San Francisco has a law for events and alcohol. Any restaurant and bar that is in a footpath of a permitted event is able to serve alcohol and the public is able to take that outside with them during the event hours. The ABC boundary changes for that duration. A new CA bill now opens this up to any county. It passed the senate and is with the assembly. We want a motion that allows us to send a letter of support for this bill.

Motion made by Kliewer, Khatchadourian second, motion approved unanimously.

X. CEO Report Balch

There was a deeper discussion on ArtHop and the new vendor event that is being planned. There will still be ArtHop on the first Thursdays with less vendors, but now there will be an added event on the third Wednesday each month that is more catered to vendors. DFP is working with the City and Councilmember Arias' office on this, along with previous ArtHop vendor organizers. Things are still being planned about how this new event will be planned and organized and meetings are currently taking place to figure this all out. There was general discussion of events that DFP throws and helps with as well. This committee is interested in having an event specific meeting in the future and to touch more on it in Board meetings.

In the retail project, Weinert and Weisenberger have met with more than half of the property owners and have follow ups and listing agreements. Weinert is now working on a projection that show retailers there is enough coherence to move forward.

XI. Board Open Discussion

The committee further discussed events, specifically the State of Downtown for 2025. Thoughts were shared about having a higher profile speaker and about the location and time of year.

Kliewer also mentioned that parking in Downtown is still an issue as part of the customer experience. There are still no signs that event parking is being enforced, but they have been enforcing it at ArtHop still. There needs to be more discussion about these City parking practices and we need to bring it up in the Board meeting as well.

Adjourn – The meeting adjourned at 1:37pm

Kliewer

DOWNTOWN FRESNO PARTNERSHIP

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