

# Downtown Fresno Partnership

## Executive Committee

Tuesday, February 13, 2024  
12:00pm – 1:00pm

Downtown Fresno Partnership  
2020 Tulare St

### Minutes

- **Present:** Phil Kliewer, Toni Tonico, Mario Gutierrez
- **Absent:** Jayni Wong,
- **Staff:** Elliott Balch, Lara Agulian, Gloria Valdovinos
- **Public:** Jasmine, Sophie Gratchner

I. **Call to Order** – Meeting was called to order at 12:06pm Kliewer

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

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

III. **Approval of the December 7, 2023 Minutes (*Action*)** Kliewer

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

IV. **Review of the December 13, 2023 Board Meeting Minutes** Kliewer

Board meeting minutes were reviewed by the committee as they were provided for them.

V. **Public Comment**

No comments were made.

**Acceptance of the Financial Report (*Action*)** Balch/Wong

DFP bookkeeper and CPA are still working to close out the books for 2023. This is important and will feed into the filing and our Annual Report. We don't have the 2024 year-to-date financials yet since we are reworking the structure of it. We will have it for the board meeting next week. There are no huge swings. The major thing is that we qualify for Employee Tax Retention Tax Credits of about \$116,000. Balch turned in the paperwork and now we wait almost a full year to figure out what the next steps are and if we will receive the money.

No action was made as there was no report.

**VI. Employee Handbook Updates for 2024 (*Action*)**

Balch

With the new changes to the law for 2024, we have updated our handbook to be compliant. Motion made by Tonic, Kliewer second, motion approved unanimously.

**City Ambassador Program Contract (*Action*)**

Balch

Balch shared the draft contract from the City for the City Ambassador Program. Our RFP was accepted for \$248,000 to run the program for 6 months, hiring 20 part-time ambassadors. We are now developing the systems and policies for onboarding. Our current DFP ambassadors will take on more of a lead and supervisory role. Gutierrez asked what the function of the ambassadors will be. They will be a physical presence, still cleaning up downtown and doing hospitality tasks. We will be blocking up downtown for easy deployment. The City will still be running the program themselves as well, possibly to be able to deploy anywhere in the city for events and things. We will handle day-to-day downtown necessities. Brian Kelly has been interviewing for the positions. Tonic asked if DFP has the capacity for this. We have been prepping for it since June last year and the current ambassadors know their roles will change. Already, through the City program, their ambassadors have helped us with events and we are hoping to get their help again for our event, Around the Block, happening this Friday.

Questions about Around the Block were asked and Valdovinos dove into the description. There will be no Fulton Street Party this year. Instead, we are breaking it up into 5 block parties, which will take place on a Friday every other month. We are working with the businesses and helping them curate the event but are mostly putting the planning function on them. We are offering compensation up to 75% for what they plan. This puts the power of the event in their hands, and we are hoping that it helps them plan and execute their own events in the future if they want.

Motion to approve the City Ambassador Program Contract made by Kliewer, Tonic second, motion approved unanimously.

**Letter of Agreement for Measure P Cultural Arts Grant (*Action*)**

Balch

The applications for the Measure P Grant are due February 25. We are applying for three concepts. The 1<sup>st</sup> is a mural project with the Fresno City College Art Department. After students go through a mural class, they will be paid as assistants to paint a mural on the Downtown Barber Shop building in Mariposa Plaza. The 2<sup>nd</sup> is to pay all kinds of artists fairly for events that DFP throws. This would support our activities. The 3<sup>rd</sup> is for DFP assisting other event organizers as sponsors. This is something we already do so we will expand this function. This can shift into more murals and things in the future, but we want to make sure we start out within our capacity. Other nonprofits downtown can also work with artists to submit applications for this grant for more murals. CMAC would be a great option. We are a point of contact and can help artists and nonprofits get together.

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

**VII. Draft Statement on Diversity, Equity, and Inclusion**

Balch

Balch has drafted and DEI statement for DFP. This will be included in the Measure P application and can live on our website. Conversation was had on wordage of the statement. It was agreed that Balch would have an expert look at it and work in any notes given. He will then bring it to the board for adoption at the meeting next week.

**VIII. State of Downtown Award Recipients**

Balch

State of Downtown will be on April 19. This year's awards will be different than before in that we are recognizing success of buildings and events. We have selected the Sun Stereo Warehouse to receive the Build It Award with Reza Assemi and Jamin Brazil accepting. We have selected FresYes Fest to receive the Activate It award with Mike Cruz and Mike Oz accepting. They have all already been notified and we will be doing video presentations on them.

**IX. CEO / President Update**

Balch

There is a lot of event activity for DFP for April until May 8. Saturday, April 13 will be the Black Joy Parade. Balch wants to be transparent on this as his wife's BLACK Wellness and Prosperity Center is the lead. They will be paying a fee for our services. Friday, April 19 will be the State of Downtown. The next Around the Block will be April 26. We are bringing back the concept of Cinco de Mayo with a Valley Ag Day event on April 28. The first Market on Kern will be May 8.

Balch is looking to restructure the committees to have more value. There is no expectation of having committees for meetings' sake. Balch does have an anchor retail attraction strategy that he has been working on that could benefit from having a committee.

A discussion was had on who to appoint as another Executive Committee member. Williams was suggested, but he has declined. Patino de Alba was also suggested but has been traveling a lot lately so we have not been able to talk to her. Khatchadourian was suggested as this meeting, and he will be contacted.

Balch does have some travel coming up. He will be at the IDA CA regional conference in San Diego and is hosting a panel on March 1. He will also be part of a trip to Japan with the City to look at station areas of their high-speed rail system. 15 members from the City as well as High Speed Rail members will be attending this trip. It will mostly be in Tokyo with a day trip to Osaka.

**X. Board Open Discussion**

Balch

Tinoco asked about the Brewery District security meetings we were having. Balch let her know

that we were the organizers of those meetings and got City officials and PD in the same room with the Brewery District businesses to talk about parking and security. The discussions are continuing with a few business representatives from the Brewery District meeting with the City about the Spiral Garage and how to make it a better resource for patrons and employees.

**Adjourn** – The meeting adjourned at 1:29pm.

## DOWNTOWN FRESNO PARTNERSHIP

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