

# Downtown Fresno Partnership

## Executive Committee

Tuesday, April 30, 2024  
9:00am – 10:00am

Downtown Fresno Partnership  
2020 Tulare St

### Minutes

- **Present:** Phil Kliewer, Toni Tinoco, Mario Gutierrez, Jayni Wong, Sevak Khatchadourian
- **Absent:**
- **Staff:** Elliott Balch, Lara Agulian
- **Public:** Nora Monaco, Jared Muennich, Jordan Sanchez

I. **Call to Order** – Meeting was called to order at 9:06am Kliewer

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

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

III. **Public Comment**

No public comments were made.

IV. **Downtown Retail Consultant (*Action*)** Balch

In February of this year, the Board of Directors approved DFP to issue a retail RFP. We received three by the due date of April 1. Two were local, Alpha Real Estate Advisors and Stumpf & Company. One was more national, David Weinert & Associates. The idea is to market, develop, and fill many downtown spaces together at one time. There will be work done to match retailers to buildings, and make sure that the buildings and property owners are ready. Downtown Fresno, having about 500k square feet of vacant space, calls for a large strategy. At the last Board meeting on April 17, the board agreed to allow the executive committee to make the decision on this RFP. Negotiations and conversations have taken place with Weinert since, along with reference calls that all gave Weinert great reviews.

Weinert has worked 38 years in commercial retail and development. He originally proposed a two-year contract for \$30k a month. Since this is a multiyear process, the contract is now a six-year term, with explicit focus on the PBID area, and three phases. We will pay the \$30k per month retainer for the first year along with travel expenses. This will allow him to develop a vision and relationships within the first year. Seeing deals through will take us to the news phases. Phase 2 will be the second year where the retainer cost drops to \$10k per month. Either party is able to terminate after two years. The last phase takes us through the six years where the incentives shift to commission-driven with no additional cash out.

The total cost to DFP will be \$580K, which Balch outlines how afford through DFP reserves. We will also keep working to diversify revenue. Mayor Dyer has indicated that that City can contribute \$45-50k upfront for this contract and his administration fully supports this move. We will also have to work with the City on parking and signage when the time comes and leases are filled. Sanchez mentioned that infrastructure construction for water and sewage should start in June, as RFPs are already in. The fact that this coincides is great. The main parking structure the City wants to build will have to wait until January 2027 at this time, but the City is willing to work with downtown businesses on parking now and will continue to do so.

While Weinert moves to commission-based incentives, the contract stipulates that DFP would get 20% of those commissions from anywhere in Fresno. Balch has been consulting with Ken Price of Baker, Manock, and Jensen for legal advice on the whole contract. They are still looking into the legality of fee sharing. Gutierrez did mention that there may have to be some flexibility for owners to pay these commissions. Kliever mentioned that we should put expectations in the contract as well.

Weinert has come to Fresno in his own time and spoken with Perez and more. He wants to do a monthly report in person through this process. He will use the retainer to hire a team and that will include a local broker. Kliever suggested that we have a meeting inviting all the PBID property owners so they can meet with Weinert as they are all able to take part in the services being provided in this deal.

We would like to approve of hiring Weinert before he goes to the International Council of Shopping Centers conference on May 19. The contract shown here today is a draft that the legal team is looking at, but with this conversation, it does seem that not much will have to change. The committee did not take this vote lightly though this discussion and want to make sure we get the most out of a spend and service like this. The action is to vote to hire Weinert once the final draft of the contract is sent out to the Executive Committee.

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

V. **Ice Rink RFP (*Action*)**

Balch

Balch and Valdovinos conducted interview with the three proposers who responded to the Ice Rink RFP. The person who did the Ice Rink for DFP in the past, Special Ice, was one of the proposers. He had an RFP response that was lacking in all the information we asked for, but they had a good interview. Another was SynerIce, who had a good response, but the interview itself did not really provide more information. Ice America responded the most thoroughly to the RFP and were the clearest during the interview. We have to select the ice rink operator in order to let the City know the costs and see how they will help. Balch suggest that we vote to select Ice America as the Downtown Ice Rink operator for 2024

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

**VI. Board Open Discussion**

Balch

No comments were made.

**Adjourn** – The meeting adjourned at 10:11am

Kliewer

**DOWNTOWN FRESNO PARTNERSHIP**

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