

DOWNTOWN FRESNO PARTNERSHIP  
**Marketing & Business Development Committee**

August 2, 2023  
10A.M. – 11A.M

Downtown Fresno Partnership  
845 Fulton Street

**MINUTES**

- **Present:** Phil Kliewer, Michael Behlen, Lupe Perez
- **Staff:** Elliott Balch, Lara Agulian, Gloria Valdovinos
- **Public:**

I. **Call to Order-** The meeting was called to order at 10:05am

II. **Recent and Ongoing Events**

- a. **Market on Kern:** This is going steady every week on Wednesdays. Next week is market week so there will be a push on social media for that.
- b. **ArtHop:** the next one is tomorrow, August 3, and we anticipate it being busy as the weather is nice and it is the last one before back to school. We are doing our regular activations with Mas Fresno at Mariposa Plaza and The Alley in the Valley at Kern Plaza. Mid Valley has agreed to sponsor a dumpster near Mariposa Plaza for tomorrow to help keep trash off the streets. The City Youth Corps Job Program ambassadors will be here helping with cleanup efforts safely. Valdovinos and our ambassador Brian Kelly have been more active about checking on popup vendors to make sure they are at least ADA complaint. Balch was part of a City administration meeting and they spoke about unsponsored events, which includes ArtHop. Mayor Dyer believes that Captain Landon and PD need to have a presence during ArtHop. Perez believes it will take more than PD, such as Code Enforcement, but it is a good start. Vendors have also been setting up very early in the day to secure a spot. David Rodriguez from Special Events at the City is working to help with this. Perez asked if DFP would be willing to take on ArtHop. She has seen Mas Fresno leave trash in the alley behind their store and that last month was really dirty afterwards. Balch said Marissa Arreguin and himself had a meeting with Mas Fresno yesterday. The owners of the store had been taking trash home with them to dump it, but its just not feasible anymore. This is why we are so glad that Mid Valley has agreed to comp a dumpster for the day. Perez also mentioned that bathrooms had been an issue, but both Kern and Mariposa Plaza have port a potties now. Mas Fresno has been in talks with Sevak Khatchadourian about using the Helm parking lot for ArtHop when the plaza in under construction. Perez just noted to be careful as Helm might be under their own construction as well.
- c. **Sip Hop:** This has been put on hold and will be used as promotion once the trolleys are up and running. Perez asked for clarification on this event. The ideas are not fully fleshed out yet, but the idea is to pick an area in downtown where the trolley stops and do a bar crawl. We will switch up the areas each month to get as many bars involved as possible. This will be once a month
- d. **Vamos:** This was an event we did in June with Fresno Street Eats and included the downtown merchants. There was a diverse crowd and we may do it again in December.

### III. Coming Events

- a. **Fulton Street Party:** This will be on August 26 from 4-11pm. It is the Valley's largest music festival with 57 acts, 13 venues, 60+ vendors, a kids zone, comedy, a fashion show, car show, and more. This will be all along Fulton from Mono to Merced. The car show itself will be north of Fresno. Rodriguez has a meeting with ABC about a different matter, but he will also discuss Fulton Street Party so we can have a roundtable after. We are hoping that Tulare and Fresno can stay open to through traffic. The beer garden will be on Fulton from Tulare to Fresno. The Fresno Clovis Visitors Bureau gave us a grant and we put the event on the Visit California website. We really want to spread the word out to the state. This is our Coachella. Balch is talking to the airport as well, and though they cannot sponsor, we may get a booth. Perez mentioned that we should talk to Amtrak as well. The City is working on a map for the station. Balch also talked to Haron Jaguar about sponsoring, but has not heard back yet.
- b. **Fiestas Patrias:** DFP had a meeting with Councilmember Arias, his team, Fresno Area Hispanic Foundation, and Univision and this event is back on. We still need to confirm, but it looks like it will be on Sunday, September 24. There is good potential with these partners. From 9-11am will be a parade. From 11am-5pm will be a festival with a headliner. They are thinking the headliner can be at 1:30pm and local acts will perform around that. The Fresno Arts Council will help with that. We want there to be an array of vendors representing all of South America. The event will be at Mariposa Plaza and they are hoping for the parade to be along Fulton Street.
- c. **El Grito:** This will be on September 15 and will be a good compliment to Fiestas Patrias. This will be at Eaton Plaza. It is the same day as Oktoberfest at Tioga and Full Circle.
- d. **Taco Truck Throwdown:** October 21 at Chukchansi
- e. **Office Olympics:** The ambassadors are working to put this together. We will have more updates soon. Perez is really happy to see us bringing this back and she can help as she used to help organize it in the past.
- f. **Christmas Parade/Tree Lighting:** No new information here yet, but there will be for the next meeting.

### IV. Economic and Business Development Update

- a. **City Façade Grant with FAHF:** So far Mecca Billiards, China Express, Artesenias Mechicas, Tres Hermanos, Downtown Barbershop, Estetica La Moda, Los Panchos, and Boss Girl have gotten the Façade grant totally approved and are moving forward. A lot of them have also used this as an opportunity to fix up other parts of the store. Ruiz Fruits is waiting to sign as they are not sure if they will move locations. Lune Wine will receive the grant if the historical board at the City approve the changes, since they are located in a historical building.
- b. **Parking:** We are looking to buy validation stickers from ACE Parking at P and Merced. We are just not sure how much they sell at a time so we are looking into that. We also want to let the parking attendants know about them if we do purchase and use them.

We talked about the Brewery District here and how Nora Monaco wants to make the district an alcohol open carry. Perez asked if we are supportive of this, and we are. We may bring it up to the board to see how they feel. We just aren't sure how it would work if there are different alcohol license types. There is the possibility of night clubs coming in so that might affect it.

**V. Marketing and Communications** – Agulian gave a marketing statistics update after Perez asked if DFP uses an outside marketing company. We do all the marketing in house at the moment. We have 17,463 followers on Facebook and 29,726 on Instagram. We see a steady climb in followers every month. Though we have more followers on Instagram, we do get more reach on Facebook, which is interesting to see. Our demographic does lean more towards women with about 65% of followers on each platform identifying as women. Most of our followers on both platforms fall between the age range of 25-54.

We have also been seeing an increase in communication and interaction within our social media, meaning that we are seeing more comments, which were not as common even a year ago. There are two posts this month that performed really well, each getting almost 2,000 likes. The first one being an ArtHop how to, showing people where the art and galleries are for ArtHop. The second video was the interview with Mr. Body Fitness, which got 1,957 likes and 75 comments on Instagram. Balch noted that he always receives positive comments about our posts. We have also been trying to expand the type of posts we create. We typically just highlight businesses and events, but we also want to highlight things we accomplish and positive things that happen in downtown. We recently posted studies that show that downtown Fresno visitors are growing and that did really well too. Valdovinos mentioned how that post was shared by the public a lot with Fresnoans being proud of their downtown. Valdovinos mentioned that we want to do a post on the number of trees that were planted in downtown recently and Perez said she would get that information to us.

Agulian mentioned that in the past, JSA would post things for us on social media, which was fine, but they wouldn't follow up with any of the comments. We do a lot of communicating with the public on social media through comments and messages and it feels like a very organic way to communicate. It makes sense for us to be handling that part in house.

Perez asked if we share what other businesses post instead of always making our own. We share other business' post through our stories on Instagram and we have been collaborating more with other pages, which puts the post on multiple pages. She asked us to think about having businesses pay for us to post about them, as they are not the ones paying us, property owners are. Blach mentioned that promoting the businesses helps the property owners. Agulian explained how there are businesses outside the PBID that have asked for posts, but we feel it unfair to post since they do not pay at all. Maybe there is a possibility there of having them pay. Kliewer mentioned that this goes back to talks of expanding the PBID. Agulian also mentioned here that DFP is working on trying to highlight property owners and available spaces on social media as well. Kliewer called it like the MTV cribs of leasable spaces downtown.

Perez also brought up that we should be working towards empowering businesses to have a social media presence themselves. Kliewer said it does not have to be a big push, but something small that we keep working towards. This is something that we have been wanting to do at DFP as well. Valdovinos mentioned that this is something that she wants to task future interns with. Perez also liked the idea of the ArtHop how to video and thinks we can expand that to show people how to act during ArtHop, like throwing their trash away. Agulian also mentioned the last note that we did start a TikTok. It only has one post now, but we are not being very serious with that one and just want it to be fun.

**VI. Next meeting** – October 4, 2023

**VII. Adjourn** – The meeting was adjourned at 11:08am.