

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

October 4, 2023
1PM – 2PM

Downtown Fresno Partnership
845 Fulton Street

AGENDA

Location: Downtown Fresno Partnership, 845 Fulton Street
This meeting will also be accessible via video at the following:

[Zoom Meeting Link](#)

Meeting ID: 816 7933 0792

Password: 996964

I. Call to Order

II. Recent & Ongoing Events

- a. Fulton Street Party Recap
- b. Fiestas Recap
- c. Market on Kern
- d. Art Hop

III. Coming Events

- a. Taco Truck Throwdown
- b. Christmas Parade
- c. 2024 Plan

IV. Economic & Business Development Update

- a. City Façade Grant partnership with Fresno Area Hispanic Foundation
- b. Parking Validations
- c. Retail Master Plan
- d. Kresge Foundation / Inclusive & Sustainable Development

V. Marketing and Communications

- a. Campaign Update – Engagement Data
- b. Community Engagement Conversation with City

VI. Adjourn: Next Meeting – December 6, 2023