

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

October 5, 2022
1P.M. – 2P.M

Downtown Fresno Partnership
845 Fulton Street

MINUTES

- **Present:** Beth Wilkinson, Mike Behlen, Matt Napoletano
- **Staff:** Jimmy Cerracchio, Lara Agulian
- **Public:** Madi Beard, Spencer Sterling, Jessie Irwin

I. Call to Order- The meeting was called to order at 1:04pm

Cerracchio stated that Jazzmine Young had her last day with DFP last Friday. She has agreed to help with a few outstanding things like the Fulton Street Party, but if there is anything committee members need, they can email Cerracchio or Agulian.

II. Marketing and Communications

- a. **Campaign Update - Jeffrey Scott Agency** – Sterling gave a quick update on how current ads are performing. There are 2 million impressions overall and our click rate has increased, which was the goal. As the ads stay up longer, the numbers are improving. The new SEM ads have been live for about a month and they have already been driving traffic. Sterling is happy with its performance.

Irwin from JSA was at the meeting as well and they showed the committee the rough cut of the two new video ads that are being created. The first was the B2B and the second was B2C. They also showed the new display ads that are being worked on. All show a vibrant downtown. Jessie says that they are also building a library of footage so that these ads can be refreshed in the future. As they were all drafts, they are still working to finalize the ads once they get feedback from DFP.

III. Events Update –

- a. **Arthop** – DFP is working with Mas Fresno for Mariposa Plaza activation and the Alley in the Valley for Kern Plaza activation. We are working with the City, County, and ABC for rogue vendors. No one will be patrolling this month as all the employees will be busy with the Fresno Fair. Next month, health officials and ABC should be out educating vendors about alcohol laws, the business tax certificate, and health codes. They do not want to give fines yet, but just want to give people information they need.
- b. **Fiestas Patrias** – DFP handled a lot of the behind the scenes things for this event such as permitting, while FAHF and Council Member Arias team handled the main aspects. From the public’s perspective, it was a good event with decent turnout. There were a lot of last-minute changes, but we are hoping things are more ironed out for next year. DFP did run the beer garden for the event. We have not heard how the concert at Selland Arena went and there has not been a follow up meeting with the organizers.

- c. **Fulton Street Party** – Paz is working to pull this event together. There will be a vintage and thrift area, kids’ area, video games, beer and cocktail gardens, and two stages. The date has been moved from Oct. 22 to Nov. 12 as Fiestas Patrias planning took up a lot of time. We are hoping to have more regular meetings with everyone involved.
- d. **Christmas Parade** – The date is set for December 3. We want to get this event back up to the number of floats that it used to be and make it big again. We do need volunteers as we seem to have lost many since Covid.

Behlen wishes he was in town for ArtHop this Thursday to see the wet plates at Root. Beard stated that Tioga will activate for Fulton Street Party and will update us when they have a better idea of what they are planning.

IV. Economic & Business Development Update

- a. **Stay Here Grant Program** – All winners of the Stay Here Grant, about ten businesses, have received their funds.
- b. **Regional Climates Collaborative Grant** – This is a State grant that is tied to the High Speed Rail. DFP and DFF are involved with the application along with Chinatown for \$1.5 million. We would use the money to fund a grant writer to help get more grants in the future, community engagement, and programming. They are aiming to finish the application tomorrow, October 6 as the due date is October 8. If we do not win the money this year, we are automatically entered when they do a second round next year.
- c. **New Businesses** – Cerracchio did write a letter of recommendation on behalf of Brimstone and Bourbon for their liquor license. They have had some setbacks but are moving forward with preparations to open. The Whiskey bar at 701 Fulton has set their name as tentatively as Stage Depot and are moving forward. The outdoor bbq place in Brewery District is almost ready to go and looks great. A tattoo place has just signed a lease in another Monaco building in the Brewery District.

V. Public Comment – No public comments.

VI. Next meeting – December 7, 2022

VII. Adjourn – The meeting was adjourned at 1:32pm.