
Marketing & Business Development Committee

Dec. 1, 2021
1:00 PM – 2:30 PM

Downtown Fresno Partnership
845 Fulton Street

MINUTES

- **Present:** Beth Wilkinson, Yahaira Figueroa, Mike Cruz
- **Staff:** Jimmy Cerracchio, Jazzmine Young
- **Public:** Suzie Mariano

I. **Call to Order** - The meeting was called to order at 1:05 PM.

II. **Marketing and Communications**

JSA presented an update on the Business to Consumer campaign. It will run through the end of December. Campaign almost at 2 million impressions. Search ads had high click rate of 8.73%. Paid social media ads had over 1 million impressions with a 1.18% click through ratio. DFP and JSA working on plan for 2022 campaign

III. **Events Update**

Recap of Fulton Street Party. The event was challenging on the back end, due to vendors canceling, hard to get police, etc. Public appearance of the event was successful. Christmas Parade coming up on December 11. A tree lighting will occur after the parade. Smaller than previous years due to covid concerns. DFP taking a break from ArtHop Street closures. Will start again in the spring. MAS Fresno still using Mariposa Plaza.

IV. **Economic and Business Development Update**

- a. Stay Here/Create here – DFF has created subcommittees to best use Stay Here funds. Create Here to launch in early 2022.
- b. Development update – Development continues on Sun Stereo warehouse. Reza Assemi's project and Kashian project on Van Ness both slated to break ground in new year. Proctor's still working on building. Yarra Law continuing on building improvements.

V. **Open discussion**

Yahaira asked if we could provide the city with a report showing New Business Needs/demand, Lead generation, results of ads

VI. **Adjourn** – 2:06 pm

VII. **Next Meeting** – 4/6/22