

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

December 7, 2022
1P.M. – 2P.M

Downtown Fresno Partnership
845 Fulton Street

MINUTES

- **Present:** Beth Wilkinson, Mike Behlen, Matt Napoletano, Channelle Charest
- **Staff:** Jimmy Cerracchio, Lara Agulian, Gloria Valdovinos
- **Public:** Spencer Sterling

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

II. Marketing and Communications

- a. **Campaign Update - Jeffrey Scott Agency** – Sterling gave an update on current campaigns. There has been an increase on Google by 400,000 impressions with a total of over 2 million. The click through rate has also increased. The new video ads were finalized and are now out. JSA also did a short video ad campaign for Fulton Street Party with a logo graphic made by Root and some b-roll. There was a 1 million impression rate increase on these and it did really well in the stories. JSA also went out and took b-roll during Fulton Street Party this year for future use.

Sterling asked about the budget and timeline for next year. Cerracchio mentioned that we had to bid out the marketing contract as it has been two years with JSA. DFP will get quotes and it should be a quick process with Charest taking the lead.

Agulian then asked about the new video ads. There have been negative comments on them. The engagement looks good, but how would we proceed and handle the negativity. Sterling said he would talk to his team and see what the next steps would be.

III. Events Update –

- a. **Arthop** – December ArtHop was almost non-existent as it rained that night. November was also slow, but we did do a pop up with Root for their anniversary and pulled an ABC license for that. Still working on illegal alcohol sales and rogue vendors. The City put together a vendor seminar to educate about all the things needed to be a street vendor. DFP helped market the event in English, Spanish, and Hmong, and the response was positive. The City is looking to do another seminar again.
- b. **Fulton Street Party** – The date for Fulton Street Party was November 12. Erin Paz did leave DFP about two weeks before the event. Gloria Valdovinos started as program manager around the time Paz left and Marissa Arreguin started as the new event coordinator two days before the event. They really hit the ground running for the event. It was cold out and the crowd ebbed and flowed throughout the event run time. Beer sales were slow. For Tioga, the traffic they had on Fulton Street Party was comparable to the traffic on a heavy ArtHop night.

- c. **Christmas Parade** – We were going strong and everything was set to go, but the Christmas Parade got cancelled in the end due to the rainy weather. Clovis also ended up cancelling their parade, which was the same day. We are now throwing a Tree Lighting Ceremony this Friday, December 9, from 5-7pm. The Mayor and Council Member Arias will be there. There will also be pictures with Santa, hot chocolate, and more. We have a boosted post for the event.

IV. **Economic & Business Development Update**

- a. **Regional Climates Collaborative Grant** – We applied to this State grant through the High Speed Rail for \$1.5 mill. It was a joint effort with DFF, Chinatown, Lowell District, Highway City, and more. They will announce the winners on December 15. The money will be used to fund a grant writer, outreach, non-food vending education, and more.
- b. **City Façade Grant** – We applied to this grant from the City to be the administrators. This was also done with DFF, with Jordan Sanchez working on the application. This grant is for a \$1 million.
- c. **New Businesses** – Agulian mentioned that Blood and Beauty is a new piercing and jewelry shop that opened near the Brewery District on Broadway and Ventura. Downtown Oak is open now at Hotel Virginia on Kern. Smokin’ Woods is open in the Brewery District in the lot between 411 Rec Room and Tioga. Cerracchio stated that Joe’s Steakhouse will be for sale.

- V. **Public Comment** – Cerracchio mentions that he is leaving, but he will still be available to help if needed. His last day is December 21. There should be an interim CEO in place after the next board meeting.

In January, we should meet with marking firms, get the prices and quotes, and decide on one.

VI. **Next meeting** – April 5, 2023

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