

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

August 3, 2022
1P.M. – 2P.M

Downtown Fresno Partnership
845 Fulton Street

MINUTES

- **Present:** Beth Wilkinson, Channelle Charest, Mike Behlen, Matt Napoletano
- **Staff:** Jimmy Cerracchio, Lara Agulian
- **Public:** Guadalupe Saldana, Spencer Sterling, Phillip Kliewer

I. **Call to Order-** The meeting was called to order at 1:02pm

II. Marketing and Communications

- a. **Campaign Update - Jeffrey Scott Agency** – Sterling gave an update about the ad campaigns currently running. B2B impressions have risen from the last meeting updates. We are still trying to raise the click rates. New dynamic B2B creative SEM ads will run this week. SEM has a good click rate. The B2B demographic is the 35-54 age range mostly within Fresno.

B2C Display and Youtube does better than picture ads. Dynamic ads will optimize best liked ads automatically. B2C has a younger demographic. Social ads have plateaued for now with 4% click through rate through Facebook. Not much change from last time, but impressions have grown. The main focus now is updating the creative. A new video ad will be made soon, which will be 30-45 seconds and can be broken down to 15 seconds for targeting. Creative will come out of that as well for digital display. Updating this creative will improve the click rate. JSA is also reworking the map of downtown for the kiosk located by the Radisson Hotel. They will connect with us offline to finalize that. Agulian spoke on the repairs made to the kiosk. The glass and locks have been replaced by Sierra lock and glass and DFP is hoping to include calendars and other community posters in the kiosk.

Cerracchio asked, since the cost for clicks is high, do we reconsider? DFP will follow up with JSA to discuss what can be the next steps on this. We are hoping for more clicks with younger crowds with the SEM B2C ads. JSA will have updates within the next month.

III. Events Update –

- a. **Arthop** – Agulian spoke on ArtHop. DFP is no longer doing the street closure at Warnors so we are not working with any vendors. This leaves DFP with responsibilities at Kern Plaza with The Alley in the Valley and Mariposa Plaza with Mas Fresno. During June and July ArtHops, we had a beer garden at Kern Plaza, but we will not be doing one this month. Things should be easy on the DFP side of things, but there will a lot going on downtown and it should be an exciting ArtHop.

- b. **Fiestas Patrias** – DFP is working with a big committee made up of the Fresno Area Hispanic Foundation, Councilman Arias’ office, the Fresno Arts Council, Arte Americas, and local business owners. The City of Fresno has committed to paying for the event taking place on September 17. Erin Paz at DFP has been responsible for the logistics such as the layout and getting the permits in. Arte Americas and the Arts Council are handling creative and vendor side of things. There will be a parade with about 200 participants. This event with the street closure on Fulton will end at 8pm. A concert at Selland Arena planned by FAHF will end the night with those doors opening at 7pm. OktoberFest at Tioga is this same day.
- c. **Fulton Street Party** – Donaghy is on for the event taking place October 22. We are working out the street closure now. More info will be available as we get closer, but Paz has been working on it.
- d. **Christmas Parade** – Sponsorship info is out and there has been a call to participants on the website. We may get a committee together for this event. There used to be one and it is a way for the community to be more engaged and involved with what goes on here.

IV. Economic & Business Development Update

- a. **Stay Here Grant Program** – Young has all of the information on this, but she is out on PTO. 11 business received a grant totaling to \$21,000 through DFF. They were given to businesses focused on taking steps to upgrade their operations or expansions.
- b. **New Businesses** – Plant Slayer has opened is doors in the Galleria. Bone Dry is hoping to open this year in Sun Stereo Warehouse. Grumpy Burger Lady’s possibly has a new space she will lease. 701 Fulton, in the Brewery District will be a whisky bar and restaurant slated to open next year. Brimstone and Bourbon is on their 3rd contractor but is still hoping to open by September. La Maison Kabob has been looking for a location for a new bar. We have helped connect them to Leon Alchian who has a building for lease on Tulare and Fulton. Emergence Studios, a barbershop, has opened across from Downtown Barber Shop. Hella Fresno, an art/embroider studio, has opened at 1900 Tulare. An outdoor BBQ spot is opening in the open lot in the Brewery District possibly within the year.

DFP is working with the City to get the Fulton Street light banners up.

- c. **PBID Renewal** – The renewal has passed with an 85% yes vote. Things are now being finalized with the County of Fresno.

- V. **Public Comment** – Kliewer asked about the Mehmet Noyan’s South Stadium Project at Fulton and Inyo. There have been mixed messages about if that is continuing and held up or if it is no longer in the works. Cerracchio will reach out to the City for updates. Kliewer also asked for updates on the Radisson being turned into housing. A sale was made, but there are no updates regarding if they are out of escrow. We will reach out for updates on this as well.

VI. Next meeting – October 5, 2022

VII. Adjourn – The meeting was adjourned at 1:34pm.