
Marketing & Business Development Committee

October 6, 2021
1:00 PM – 2:30 PM

Downtown Fresno Partnership
845 Fulton Street

MINUTES

- **Present:** Chanelle Charest, Beth Wilkinson, Phil Kliewer, Will Compton
- **Staff:** Jimmy Cerracchio, Courtney Ramirez, Jazzmine Young
- **Public:** Yahaira Figueroa
- **Absent:** Amy Fuentes, Jessica Roush, Mike Oz, Maggie Courtis

I. **Call to Order** - The meeting was called to order at 1:06 PM.

II. **Marketing and Communications**

Charest noted that JSA is in the right direction and the videos are reaching the right people. She asked in the are they adding more or planning on doing more content? Cerracchio stated that the digital ads are still being placed, but we don't have current numbers for them. They will finalized by December meeting. JSA is also working on new business directory, signs and real estate packets. It was recommended to add a QR code to printed directories.

The upcoming year has a budget of \$88,000 for marketing and business development. The break down is as follows:

54,000 for marketing initiatives, 10,000 for economic development initiatives, 5,000 for promotional events (part of it goes to the RE broker event for the EDC), 8,000 for banners another set to swap out seasonally, a few thousand for adobe software, 5,000 annual fee for website hosting. Wilkinson asked if this budget was separate from the Create Here and Take Here funding. Cerracchio noted that the money is budgeted through Downtown Fresno Foundation and that \$25,000 from the pro neighborhoods grant, and an additional 22,000 from Wells Fargo.

Charest asked that as things get finalized for different areas can be target specific buildings, highlighting different areas. Cerracchio confirmed a new meeting with JSA will occur to develop these ideas. Kliewer noted that there is an opportunity with the real estate forecast to have an after networking event, and capture that audience. Plans will be made for Spring 2022 with the EDC.

III. **Events Update**

We are managing the Art Hop steet closures at Warnor's Theatre and Mariposa Plaza, though no beer garden this month due to air quality. Fulton Street party has been set for November 20th – we have a layout, are contacting businesses and planning on hosting the same as 2019 from noon to 11 pm. The Fulton Street Party planning committee is meeting, let the DFP staff know if your organization would like to be involved.

With partner events, we've given assistance to the 559 Night Market over the last 3 months. So far the turn out has been impressive. We are helping with the Fresno Skate Party – on October 28th – at Chukchansi. It is a ticketed event - \$5 – and open to the public.

Downtown Academy class 9 starts tonight with a focus on Fulton ave, and then next month is the class trip, to Oakland/Berkeley. Upcoming cleaning events with the City of Fresno include Poverello area clean up, and before and after Fulton Street Party.

Compton requested clarification on the street closure events. The city has waived fees so far, but what about at the end of the year? Fees have gone up. City will have a meeting on a quarterly basis with us – new executive assistant Lisa – and Yahaira Figueroa can deliver the information to us in a meeting within the next two weeks. Compton said the adding on extra inspections the costs almost doubles, we cannot keep doing a ton of free events.

The Grizzlies has a new facilities manager, and they will be connecting us to DFP for more about their schedule, and Mark Standriff will be getting approval on cleaning efforts that impact Downtown at the next council meeting.

IV. Economic and Business Development Update

- a. Stay Here/Create here – applications will be opening up in November, with additional funding from Wells Fargo. The DFF subcommittee will decide what goes where, and we will be opening up programs. Committee members are welcome.
- b. Development update – Dab Tacos and 411 rec room have opened. Across the street from there is the Sun Stereo warehouse. The developers are actively working on it, with 2 leases pending. The Monaco properties have potential leases as well. The Park apartment projects will be breaking ground near TS in January. The Raddison will be breaking ground in next few months. Bob Gurfield has one lease pending for a vacancy, and trying to help them secure loan money, Yarra law group is moving forward with building improvements. Proctor's is coming along with their renovations, Hotel Fresno is 80% of the way done. The new projects include Kashian project (Stanislaus and van ness) which is permitted and ready to go), Reza Assemi will be starting construction near Bill Bruce studio on the mural district lofts and Broadway is moving on with housing authority. Alleys will be cleaned with Olympic services.

V. Open discussion

none

VI. Adjourn – 1:53 pm

VII. Next Meeting – 12/1/21