

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

December 1, 2021
1P.M. – 2P.M

Downtown Fresno Partnership
845 Fulton Street

AGENDA

Location: Downtown Fresno Partnership, 845 Fulton Street

***Due to the COVID-19 pandemic warnings, this call will also be accessible via video at the following:**

[Zoom Meeting Link](#)

Meeting ID: 816 7933 0792
Password: 996964

- I. Call to Order
- II. Marketing and Communications
 - a. Campaign Update - Jeffrey Scott Agency
- III. Events Update
 - a. Fulton Street Party Recap
 - b. Christmas Parade
 - c. Arthop
- IV. Economic & Business Development Update
 - a. Create Here 2021 Program/ Stay Here Grant Program
- V. Next Meeting – February 2, 2022
- VI. Adjourn