

DOWNTOWN FRESNO PARTNERSHIP  
**Marketing & Business Development Committee**

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Thursday, December 3, 2020  
8:30 A.M. – 10:00 A.M.

845 Fulton Street  
Downtown Fresno Partnership

**MINUTES**

- **Present:** Angela Chavez, Beth Wilkinson, Mike Cruz
- **Staff:** Jimmy Cerracchio, Danny Griffith, Courtney Ramirez
- **Public:** Yahaira Figueroa

I. **Call to Order** - The meeting was called to order at 8:34 AM.

II. **Approval of the October 1, 2020 minutes**

Vasquez moved to approve minutes from the October meeting, Cruz seconded. Motion passed.

III. **COVID-19 Updates**

No official word yet but with current rates, it appears the city will be asking people to voluntarily follow through with it. Los Angeles issues a mandatory stay at home order starting 12/2/20. Will be sharing it with businesses, and are following all state of CA updates.

IV. **Marketing and Communications**

- **Branding Update** – DFP has been working with JSA to perfect messaging for targeted business to business ads. They are obtaining quotes on banners and letterhead as well.

V. **Events Updates**

- **State of Downtown** - The State of Downtown will be virtual and we will be getting prices and a timeline from CMAC. It will air on December 10<sup>th</sup> and feature a resiliency video highlighting many businesses who have transitioned through the pandemic.
- **Christmas Parade** - The Christmas Parade is still moving forward. It will be a reverse parade with people in their own cars. It will be December 12<sup>th</sup> from 5 pm to 8 pm. Cars will enter from Inyo and Fulton, drive up and on Tuolumne turn right. Warnor's theaters will be collecting for Toys for Tots. We need a minimum of 65 participants in their floats.
- **Christmas Tree** - The Christmas tree at Mariposa plaza has been installed. We exhausted other options for decorating so decided on the 28 foot tall Christmas tree, which will be reused each year. We have the ability to move it which will allow for renovations at Mariposa Plaza. There will be a 5 pm tree lighting ceremony, with a small group of people.

VI. **Economic & Business Development Update**

- **Create Here** – The business plans for review will go out to the committee early next week,

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and will be organized in a digital format, we have 9 total finalists with 5 total winners for the process. There will be a soft opening of several finalists, who are already renting property. The meeting will be on the December 16<sup>th</sup>, with the announcement early in January.

VII. **Next Meeting – April 2021**

VIII. **Adjourn – 9:04 am**