

DOWNTOWN FRESNO PARTNERSHIP
Marketing & Business Development Committee

Thursday, Dec. 5, 2019
8:30 A.M. – 10:00 A.M.

845 Fulton Street
Downtown Fresno Partnership

MINUTES

- **Present:** Angela Vasquez, Michael Behlen, Mike Cruz, Beth Wilkinson
 - **Staff:** Jimmy Cerracchio, Danny Griffith
 - **Public:** N/A
- I. **Call to Order** - The meeting was called to order at 8:33 AM.
 - II. **Approval of the October 3, 2019 Minutes** – Initially postponed until quorum present. Revisited after agenda item #3. On a motion by Wilinon, seconded by Vasquez, the minutes were approved.
 - III. **Branding Campaign** – Cerracchio reviewed RFP for marketing services, discussed last meeting. Three agencies submitted proposals, and Executive Committee reviewed and discussed them. JSA was selected due to substantially lowered cost, inclusion of their own assets as necessary, and dedication to downtown. Executive committee decided to postpone banners until JSA rebrands and designs new banners. JSA should have branding refresh completed by end of December. The committee would like to reconvene in January to see the results.
 - IV. **Marketing and Communications** – Danny updated the committee on current marketing efforts including website stats & social media stats, with substantial increases from last year. Google Ad Grants continue to perform, however JSA will be helping with this in the coming year. We recently printed another 5000 dining guides for distribution. Behlen recommended using Hootsuite for Pre-publishing of social media. He also recommended early morning posts to better engage users. He also recommended using Instagram filters, but setting it at zero to maximize impressions. Tioga and Chamber requested more dining guides. Tioga would also like a dining guide poster for their beer garden display. Behlen also recommended adding a line to the top of newsletters directing people to website for full information.
 - V. **Events Update** – Cerracchio discussed Christmas Parade, which is this week. The parade will happen rain or shine. Committee members were invited to the VIP party. Cerracchio discussed the two arthop pop up events at Root General and the vacant space next to Take 3. DFP is supporting Roots event with an ABC permit, and is partnering with Dez Washington from Take 3, to activate the other space with a Christmas vendor event and ABC License. Mike Cruz mentioned that if we made a permanent Art Hop event, Tioga would donate beer to support it. It was also suggested to explore ways of directing Art Hop attendees to restaurants. Cerracchio also discussed Fulton Street Party. Everyone felt the event was a success from attendance, however it looks like we will have lost money on it. Waiting for all bills and income to be final.
 - VI. **Economic & Business Development**
 - A. Cerracchio discussed that we are hiring new ambassadors for 2020. He also discussed that we are meeting with Central Valley Community Foundation to continue the Pro Neighborhoods Grant, which supports Create Here and our façade grants for 2020. Cruz discussed plans for

DOWNTOWN FRESNO PARTNERSHIP
Marketing & Business Development Committee

Thursday, Dec. 5, 2019
8:30 A.M. – 10:00 A.M.

845 Fulton Street
Downtown Fresno Partnership

MINUTES

FresYes event.

- VII. **Next Meeting** will be April 2, 2020
- VIII. **Adjourn** – The meeting adjourned at 9:35 AM.