

DOWNTOWN FRESNO PARTNERSHIP
Marketing & Business Development Committee

Thursday, April 1, 2021
8:30 A.M. – 10:00 A.M.

845 Fulton Street
Downtown Fresno Partnership

MINUTES

- **Present:** Chanelle Charest, Will Compton, Beth Wilkinson, Yahaira Figueroa
- **Staff:** Jimmy Cerracchio, Danny Griffith, Courtney Ramirez
- **Public:** Suzie Mariano, Dan Rafferty

I. **Call to Order** - The meeting was called to order at 8:39 AM.

II. **Approval of the December 3, 2020 minutes**

Figueroa moved to approve minutes from the December meeting, Wilkinson seconded. Motion passed.

III. **COVID-19 Updates**

We are in the red tier of the state of Ca process. The new state of CA grant programs, SBA programs, and other resources are all on our website.

IV. **Marketing and Communications**

- **Branding Update** – JSA shared their plan for the next phase of the marketing campaign. We are $\frac{3}{4}$ of the way through b2b campaign and will launch the b2c campaign after video production. Ad campaigns from the B2B campaign were reviewed. There have been 42 conversions from visits to the landing page. Commercials from the B2C campaign will run before videos online and will run from May – December. Cerracchio brought up recent Los Angeles Times article about the hot Fresno housing market, Mariano shared some options for resharing that and boosting. Charest will share the data for the campaigns in the main board meeting.
- **Grizzlies** – JSA will be creating banners on the concourse for DFP messaging. May 11th is the first home game.
- **Banners** – Cerracchio and Griffith are still working on the Fulton street banners, but they should be installed soon.

V. **Events Updates**

- **DFP events** – We are planning Art market events at the Mariposa Plaza with a beer garden. Griffith is working on approval for that process. The City is only approving markets right now – so we are trying to do events with the market, working with Full Circle, Mariposa Plaza, MAS Fresno, and have been starting to work with Barb's Drive In. Per the Drive In, we are trying to get it still working, and have sent the approval process from the city. Per the BarbHop and prior events, there was an ABC violation, but had a good meeting from the city and are waiting to hear from the owner about the follow up.

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- **Market on kern** – There will be a May launch, and the events coordinator is working on a weeknight market near the cultural arts park.
- **Great American cleanup** – We will host an “event” afterwards with people near Chukchansi park, and Tioga Sequoia will donate the water.
- **SouthWest** – We are helping put together a special VIP event for SW airlines – 20-25 people, dignitaries, for City and SW, meet the mayor, etc.

VI. Economic & Business Development Update

- **Create Here** – We completed last year’s create program, the winners were – Fig and Honey, Barb’s, Quail State, Living Together, Tumbleweed Bakery. The next round will be 3 winners, \$10,000 from pro neighborhoods
- **Stay Here Grant Program** – This will be aimed at existing businesses, currently have \$15,000 in that to help target the businesses that need to get over the hump financially to help pay for any expenses that they have
- **Façade grant program** – Will be launched to help anyone that suffered from damaged windows and other exterior improvements.
- **Mural grant program** – The DFF is offering a grant to downtown businesses for the creation of murals.

VII. Next Meeting – June 3rd, 2021

VIII. Adjourn – 9:58 am