

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:** Channelle Charest, Michael Behlen, Jessica Roush, Angela Vasquez, Beth Wilkinson
 - **Staff:** Jimmy Cerracchio, Danny Griffith, Courtney Ramirez
 - **Public:** N/A
- I. **Call to Order** - The meeting was called to order at 8:35 AM.
- a. Wilkinson moved to approve minutes from Dec meeting, seconded by Behlen, motion carried.
- II. **Branding Campaign** – New Branding Standards emailed to committee before the meeting. Design work for new logo and messaging is completed. State of downtown was going to be the reveal, but the event has been postponed. Feedback from the board and people who have seen it is very positive.

JSA had photo shoots planned but they were delayed, this is delaying production of new banners and collateral. Looking at other options for designs. DFP and JSA are updating the business development/real estate guide and the dining guide. Information for collateral pieces have been provided to JSA. Awaiting final designs. First version of the dining guide has been received, per Griffith. Also working on updating the website with the new brand standards. Not much will change with the layout but the brand will be updated.

- III. **Marketing and Communications** – Most of DFP's recent work has been focused on COVID-19 information research and distribution. Staff created a new page on the website to highlight resources available and is sending regular, almost daily updates with new information on financial & technical resources, government updates, etc. The main focus has been trying to keep businesses up to date on what is happening. A business survey is also in process. It has been emailed twice and staff is currently calling to follow up with businesses who haven't submitted the survey. Vasquez mentioned that people can call the hotline for information regarding to the County Health order at 559-600-3332. The city has also offered direct contacts to the economic development team for assistance. Information is available on DFPs website. They can also email economicdev@fresno.gov. Businesses can also call the Business Resource Response Team for info on help at 559-476-2509. This line is a partnership between the Fresno Chamber of Commerce, City of Fresno, and Fresno County. Staff are currently working on a printed flyer of resources to mail/ deliver to businesses that aren't checking their emails.

DFP is also promoting open businesses for public support. A webpage was created showing which restaurants are still open for take-out and delivery. Social media is being used to share information on who is open and how people can support all downtown businesses. A gift card giveaway will launch soon. This is to both drive revenue to businesses now, and encourage people

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to get out and eat/shop once the emergency has ended. Staff is working on a social distancing bingo game for gift cards and to encourage engagement. Charest mentioned that Bitwise is willing and able to help share this information as well. Griffith shared information on how we have been sharing business updates on social media. Besides general marketing DFP is publishing stories profiling downtown businesses. We are also sharing information related to covid19. Articles are located on downtownfresno.org, but shared through social media.

To support our restaurants, DFP also has worked with the parking department to bag meters in front of restaurants with yellow and green bags. This created loading zones restaurants can utilize for easier take-out orders with no meter fees. Ordslip is offering free onboarding and service for Fresno restaurants. Charest will send our team the list as downtown businesses come on with apps, we are promoting their offer as well.

- IV. **Events Update** – State of Downtown has been delayed until events are allowed again. Currently, we are looking at possibly late June at The Grand. We plan to hold the event no matter what. Some time sensitive programs will have to launch prior to it, like Create Here. CartHop has been indefinitely postponed. Market on Kern is currently being planned and may still start in May. Farmer’s markets are considered essential, and allowed to get people access to food. Erin Paz from DFP has been talking to our farmers, and they are hurting since most events have been canceled. There are new financial challenges to hosting the event, such as renting a hand washing station, and limited types of vendors allowed. If we can make it work out, we will move forward with it. FresYes was postponed, and we are discussing a fall event. SCCCD are planning to tie into Fulton Street Party for their Over the Edge event this fall. We will continue working on this. We will see how all these events are managed as the details around the crisis become clear.

V. **Economic & Business Development**

Real estate guide has been updated and refreshed. Create Here will still need to launch in April since the Pro Neighborhood grant is time sensitive. We are still planning on doing the façade grant again this year, but will check on the flexibility of the Pro Neighborhoods grant and see if it can be used in other ways to support existing businesses (for example: rent assistance). During Pro-Neighborhood meeting, Central Valley Community Foundation said they have some money from the Pro Grant that can be used to start an assistance fund. Partners all agreed this was a great idea. Downtown Deli has opened. Griffith mentioned that United Way is doing microgrants for people who have been affected by COVID-19 (individuals or small business). Bitwise to send information as they roll out new programs.

- VI. **Adjourn** – The meeting adjourned at 9:08 AM.