

DOWNTOWN FRESNO PARTNERSHIP

Marketing & Business Development Committee

June 3, 2021
8:30 A.M. – 10:00 A.M

Downtown Fresno Partnership
845 Fulton Street

AGENDA

*this call will be accessible via conference call at the following:

[Zoom Meeting Link](#)

Meeting ID: 816 7933 0792

Password: 996964

- I. Call to Order
- II. Approval of April 1st, 2021 Minutes
- III. COVID-19 Updates
- IV. Marketing and Communications
 - a. B2C Campaign
 - b. Pole Banners
- V. Events Update
 - a. DFP Events
 - b. Partner Events
- VI. Economic & Business Development Update
 - a. Stay Here Grant Program
 - b. Create Here 2021 Program
- VII. Next Meeting – August 5th, 2021
- VIII. Adjourn