

DOWNTOWN FRESNO PARTNERSHIP

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**Marketing & Business Development Committee**

June 3, 2021  
8:30 A.M. – 10:00 A.M

Downtown Fresno Partnership  
845 Fulton Street

**MINUTES**

- **Present:** Cassey James, Will Compton, Mike Cruz
- **Staff:** Jimmy Cerracchio, Courtney Ramirez
- **Public:** Yahaira Figueroa
- **Absent:** Chanelle Charest, Hilary Haron, Amy Fuentes, Jessica Roush, Beth Wilkinson

- I. **Call to Order** - The meeting was called to order at 8:33 AM.
  
- II. **Marketing and Communications**
  - a. Central Valley Today Show is back but is taping via zoom, and we have several businesses lined up for the upcoming episodes.
  - b. The B2B campaign has completed with 80 leads, and have spoke with the City and board members about putting on an event, tour or other resource to help people open a business in downtown.
  - c. The B2C campaign videos have completed shooting and were shared with the committee. JSA will finish production and then they will air as digital ads in spots before videos and throughout social media.
  
- III. **Events Update**
  - a. We are working with MAS for getting permits for their upcoming events, including the monthly Art Hop Mariposa plaza parties.
  - b. Partner Events – We have partnered with Fresno Street Eats and Tioga Sequoia for weekly brewery district “block party” events featuring beer, music and art booths/vendors. The Fuego Block party is coming up on the weekend of June 19<sup>th</sup>.
  
- IV. **Economic and Business Development Update**
  - a. Create Here – The winners Fig and Honey are moving into TW Patterson. We are still waiting for Barb’s Drive In to follow through with their steps to re-open. Quail State and Living Together are already open, and Tumbleweed Bakery has been unresponsive. The next competition will launch in July or August.
  - b. Stay Here Grant – This will be launched along with Create Here. We are re-routing some of the grant money to award businesses that have struggled through COVID.
  
- V. **Next Meeting** – 8/5/21
- VI. **Adjourn** – 9:01 am.