

DOWNTOWN FRESNO PARTNERSHIP

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**Marketing & Business Development Committee**

August 5, 2021  
8:30 A.M. – 10:00 A.M

Downtown Fresno Partnership  
845 Fulton Street

**AGENDA**

Location: Downtown Fresno Partnership, 845 Fulton Street

**\*Due to the COVID-19 pandemic warnings, this call will also be accessible via video at the following:**

[Zoom Meeting Link](#)

Meeting ID: 816 7933 0792

Password: 996964

- I. Call to Order
- II. Approval of June 5<sup>th</sup>, 2021 Minutes
- III. COVID-19 Updates
- IV. Marketing and Communications
  - a. B2C Campaign
- 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 – October 1<sup>st</sup>, 2021
- VIII. Adjourn