
Marketing & Business Development Committee

August 5, 2021
8:30 A.M. – 10:00 A.M

Downtown Fresno Partnership
845 Fulton Street

MINUTES

- **Present:** Chanelle Charest, Cassey James, Will Compton, Mike Cruz, Phil Kliwer, Mike Oz, Maggie Courtis
- **Staff:** Jimmy Cerracchio, Courtney Ramirez, Jazzmine Young
- **Public:** Yahaira Figueroa, Suzie Mariano
- **Absent:** Amy Fuentes, Jessica Roush, Beth Wilkinson

I. **Call to Order** - The meeting was called to order at 8:34 AM.

New group members were introduced, including the new DFP program manager, Jazzmine Young.

II. **Approval of June 5th Minutes**

Motion to approve by Cruz, seconded by Courtis, motion passed.

III. **COVID-19 Updates**

We are watching closely to see if the mask mandate status will change, as it has in other areas. Last week Mayor Dyer said he wasn't interested in re-instating, but hospital stays are increasing. We are monitoring the situation

IV. **Marketing and Communications**

a. B2C Campaign from JSA

Suzie Mariano from JSA presented the videos currently running as FB and IG ads. They targeted three broad scope areas in content, and ad spend was focused on SoCal, Bay Area, and the Central Coast, in addition to the Fresno/Visalia area. Search terms being used that relate to national parks are performing well. She noted that they are prioritizing for engagement, and not necessarily lead gen. Charest noted that the board would like to see the analytics breakdown. Kliwer asked about the broader marketing campaign, and asked in the Central Valley Visitors Bureau could be involved with more videos later on (including showcasing large events). Mariano stated that there may be plans to share resources in the future.

b. Fee for Service Discussion

Cerracchio shared plans for expanding marketing services to non-PBID (but within Downtown) businesses. It will be reviewed and approved by the executive committee.

V. **Events Update**

- a. DFP Events – The tentative date of Fulton Street Party has been set for November 20, 2021. Suppliers are available, and avoiding a date that conflicted with the fair was important. For Fulton Street party, our events team has been working with Fresno Skate Party, Vickie Goudreau from innovative flooring and artists. The Christmas parade has been set for December 11th, with more details to come.
- b. Partner Events – For ArtHop, we have been supporting the street closures in the brewery district, and other downtown locations. St. Joaquin and KLSD have been in touch about doing potential street events this fall.

VI. **Economic and Business Development Update**

- a. Stay Here & Create Here grant programs are still moving forward, and will be launching in November.
- b. We have received multiple inquiries for potential businesses that want to come downtown, including restaurants/bars and other entertainment venues.

VII. **Open discussion**

Kliwer asked about the mural program and if it will be coming back. He also noted that the Michael Smith from Kocky's has been looking into shatterproof glass as a replacement. Young confirmed that it will, depending on funding, and getting more sponsors on board via the foundation would be an option.

It was determined that the first Thursdays of the month are challenging for most committee members due to ArtHop. Ramirez will send out a doodle poll to determine a better time.

VIII. **Adjourn** – 9:20 am.

IX. **Next Meeting** – 10/6/21