

DOWNTOWN FRESNO PARTNERSHIP
Marketing & Business Development Committee

Thursday, June 4, 2020
8:30 A.M. – 10:00 A.M.

845 Fulton Street
Downtown Fresno Partnership

MINUTES

- **Present:** Angela Vasquez, Beth Wilkinson, Yahaira Figueroa, Mike Cruz
- **Staff:** Jimmy Cerracchio, Danny Griffith, Courtney Ramirez
- **Public:** N/A

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

II. **Approval of the April 2, 2020 minutes**

Wilkinson moved to approve minutes from June meeting, Figueroa seconded.

III. **COVID-19 Updates**

Cerracchio shared that DFP is working on updated the website with current loan and business support information regarding COVID-19 relief and programs. Figueroa shared that the City of Fresno is working on creating outdoor dining opportunities, and are exploring other options, but there are no street closures possible during this time. The city is fast tracking patio and parklet projects. Modernist/Rec Room, Kocky's and Fulton Street Coffee have been approved for grant money, but the process hasn't been finalized.

Figueroa stated that the second round of save our small business grant program is now open. The administration in the city management team is handling the applications, but the economic development department is available for support and guidance. The city is looking for ways to be creative within existing guidelines, but they are hesitant due to the Governor's strike team. Fresno is known as a hot spot, and the city has been told that the convention center may be open for overflow medical support. The city is on a monitor list, and if the numbers go down it will move off.

Cerracchio noted that Modernist was closed due to not having substantial meals, but DFP is working with the city to coordinate possibilities. Cruz added that with Tioga the brewery license allows them to sell to go, and they did get a code enforcement check for inside sales. It was resolved quickly, however, their license is different than Modernist's (brewery vs. bar). Cerracchio added that the parking lot across from Tioga being used for social distance food truck events should be back open. The City may ask for a temporary use permit, but waiting on the official word.

Chavez noted that emails come to the Fresno Chamber of Commerce about some of the guidelines. Figueroa informed the board that while TJ Miller is head of the city response, and sits in on state of California task force meetings, Drew Wilson is the best first contact, but the economic development team can help as well.

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IV. Marketing and Communications

Branding Campaign – The website will be fully up to date within 2-3 weeks with the new brand colors, and new logo, colors, etc, Griffith is working on getting new street pole banners designed with JSA up. We are missing collateral to use on the banners – but are working with Bitwise for group photos to adjust the campaign. Cruz noted that Tioga is available to provide photos as well. The branding will be used on outreach materials, market on kern, create here,

V. Events Updates

The only event we have currently is the Market on Kern, each Wednesday from 10 am to 2 pm. It has slowed down from the heat and has been a struggle getting many farmers on board, and vendors concerned about making money. The events team is also talking to Arte Americas with second market hosted there on weekends. The Arte Americas team wants to cultivate the courtyard areas, and also dissuade break ins on the property.

VI. Economic & Business Development Update

Griffith reported that the Restart Grant was received by applicants in late March/early April. DFF repurposed some money from the Pro Neighborhoods grant to facilitate it as well as contributions from other partners. The awards mainly went to small mom and pop restaurants and other retail businesses. They've all utilized it. We are doing a survey to hear back from them how it was used but there were no restrictions on use.

For the Create Here 2020 program, ideally, we are searching for small scale manufacturing with retail component. We are partnering with SJVMA to get manufacturers to apply. The pre-applications are open right now on the website. We want to get them into the pipeline, and put them in touch with resources like SBDC, etc, For example, having a mass sales out of the back, and regular retail at the front, etc, and/or current COVID environment adaptability. We're going to be doing a lot of outreach with this program, getting as many people aware of it as possible, and getting a strong push going in the next couple of weeks.

Ambassador Brian Kelly is handling homeless outreach and working with the HERO team from the city, and the Poverello house directly. The Poverello house reports they have a new focus team for downtown.

Charest noted that Bitwise has developed apps for tracking for homeless issues and were involved in the MAP program. They have been working with them off and on. The Hollywood BID has a similar program that we may be able to mimic locally.

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The Unity for Community campaign is still going on and encouraging followers and contact to purchase the fundraising t-shirt. All of the money goes to the CRMC Relief fund and the first payout was over \$7,000.

The City of Fresno needs nominees for the ICCC leadership training program for small business owners. It includes one on one coaching, capital providers and resilience training.

The next board meeting on August 19th will include discussion of the holiday project.

- VII. **Next Meeting – 8/6/20**
- VIII. **Adjourn – 9:24 am**