

# DOWNTOWN FRESNO PARTNERSHIP

## Executive Committee

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October 14, 2021  
8:30 A.M. – 10:00 A.M.

845 Fulton Street  
Downtown Fresno Partnership

### MINUTES

- **Present:** Jessica Roush, Hilary Haron, Scott Anderson, Cassey James, Bhavneet Gill, Jackie Anaya
- **Absent:** Channelle Charesy
- **Staff:** Jimmy Cerracchio, Courtney Ramirez, Jazzmine Young
- **Public:** none

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

II. **Public Comment**

None.

III. **Approval of August Minutes** **Roush**

Motion made by Anderson, Gill seconded.

IV. **Approval of the October Financial Report (Action)** **Cerracchio/Gill**

Gill stated that on the balance sheet there were no significant changes from August, other than the expenses paid during that period. There are two items for the accounts receivable balance, which represent a portion of the Christmas Tree that the Foundation owed, and a vendor still owes. The events coordinator will follow up with them, and Cerracchio said will be in within 2 days.

The budget vs actual remains relatively unchanged. On expenses, the insurance is running slightly higher than the budget for the organization, but it reflects policy changes. In the Economic enhancements line, we had budgeted \$8000 – we will spend a portion this year but not everything will be used this year. Cerracchio said we were planning on real estate seminar, and will be printing collateral materials. Internal things are ready to go, and a chunk of the budget will be spent on printing. For environmental enhancements, we are about \$3000 over budget over the year, due to repairs being needed on the cart. The landscape budget includes the clean and green committee adopt a planter funding.

Anderson asked if the DFP has followed up with delinquent feed list. Cerracchio is getting info from the city and will update the board.

V. **Budget discussion for 2022**

Average assessment attained from last 3 years, events projection – we are not counting on the events income. Zeroed out and do events as we can but not rely on the income.

Expenses. Accounting line increase there – but it was organizational – combined two lines (tax returns – David accounting etc). checks are in house, invoicing is in house, etc.

Change in insurance – up a little, so we increased, rent has an annual increase. We lowered our

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software costs and payroll totals – we had an ambassador that was split between admin and ambassador, but we moved fully to ambassador, lowered workers comp costs, staff insurance and salary costs re around the same, insurance renews after the new year.

Marketing and econ enhancements. Signage and banners, print collateral, targeted advertising and marketing campaigns, EDC event – planning for econ dev events to come back, events – budgeted to break even, since we are unsure if there will be future Covid shutdowns – still considering bringing fiestas patrias back with right partner.

Environmental – garbage is the biggest change. – handful of cans that have been getting overfull. Budgeted to add 2<sup>nd</sup> day of service, and have ambassadors continue to monitor other days, landscape special projects money was sitting there.

Scott asked about the city’s responsibility for Fulton street trash cans. Jimmy said they are responsible for Fulton between Inyo and Tuolumne and are maintaining those. Cassey asked about the number of cans, asked if we can do a test run of it, jimmy explained the cost is due to needing a separate truck from normal dumpster servicing, and the types of trash cans – increased labor. Committee was supportive of budget.

#### VI. **PBID Renewal Update**

**Roush/Cerracchio**

Still waiting for signatures and parcel data for City of Fresno, number of petitions out – will need help pushing owners to sign and return

#### VII. **Nominating Committee**

**Cerracchio**

Ballots are due on October 15. Next steps are tally and announce to board.

#### VIII. **CEO and President Update**

**Cerracchio**

An ambassador update: Lee Blackwell left, Rowell Reyes has been hired. Still having the trash compactor discussion with the city, maybe have a pilot program with Caglia in the meantime. The plan is to have Caglia purchase compactor, locate on Kashian property (L Street surface lot). Plan for multiple businesses in radius to use it. Question of how much to bill each for regular use. DFP could act as fiscal agent and handle billing. City is checking legal concerns of Caglia working on Midvalley’s contracted territory. Caglia and Dan Zack both looking into how to get it done

Per COVID, we are waiting to see if there is a status change. The convention center shows are back, and they are reporting less security issues. Fig and Honey had their soft opening and they are

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finishing plans for build out. Moses McQueen's (located on Van Ness) has needed assistance with permitting.

Development updates – Reza projects, Kashian project Van Ness and Stanislaus coming, Rec Room and Dab Tacos ready to open. Me Club is a new social media platform that has asked DFP to partner with them to populate the platform with events.

DFP – \$21,000 grant from Wells Fargo to be added to Create Here and Stay Here programs. DTA launched class 9, first class last week, and all went well. Started a conversation with the mayor concerning security issues downtown. We found out a number of street lights have not been working, and we are not seeing anything get fixed, downtown police unit has been pulled for the fair. We have sent the baseline services agreement to PD and the Mayor and are working to remedy the situation.

#### VIII. **Clean and Green Committee Update**

**James**

A lot of problems with dumpsters with lids forced open, Mid Valley will be fixing. Code enforcement is back in effect for unlocked dumpsters. Mark Standriff and he will be part of the meetings moving forward. Tree planting in front of Poverello House. Grand requested permanently installed ash trays, Mid Valley will be sending options. Planter program – we will be finalizing the application and when it launches, in the new year perhaps? It will take some time to approve that. Create a contract with the businesses – maybe spend some of the money set aside for initial plant installation, they will be watering themselves, alley cleaning – daily they are doing, waiting for city to come to agreement with Olympic services, may have public works do Chinatown, and we are not sure how often, and not sure what is next.

#### **Marketing and Business Development Update**

**Cerracchio**

Current marketing campaign running – going to be getting new stats from JSA. Looking at branding sub-districts, can we do special branding for Brewery District, Civic Center, etc. We will have full report for our December meeting, also adding QR codes to physical media. Create Here and Stay Here has a total of \$46,000 for program, forming committees through the DFP., Working on events including Fulton Street Party, Christmas Parade, skating event, and finishing up Market on Kern. Art Hop has been great for traffic up and down Fulton. Asking for a city meeting to discuss recurring event permits and other permits, structural permits for stages and things, city is moving away from cost breaks,

#### IX. **New Business**

Regarding pole banners, DFP is still requesting information from the city and their installer, and

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will be revisiting this soon.

X. **Attendance Report**

**Roush**

DFP will send the attendance report.

XI. **Adjourn – 9:25 am**