

DOWNTOWN FRESNO PARTNERSHIP

Executive Committee

August 12, 2021
8:30 A.M. – 10:00 A.M.

MINUTES

845 Fulton Street
Downtown Fresno Partnership

- **Present:** Hilary Haron, Scott Anderson, Cassey James, Bhavneet Gill, Channelle Charest
- **Staff:** Jimmy Cerracchio, Courtney Ramirez, Jazzmine Young
- **Public:** none

I. **Call to Order** - The meeting was called to order at 8:35 AM.

II. **Public Comment**

None.

III. **Approval of April 8, 2021 & June 10, 2021 Minutes**

Roush

Motion made by James, Charest seconded.

IV. **Approval of the April Financial Report (Action)**

Cerracchio/Gill

Gill noted there wasn't many significant changes were in the total bank balances and general fund. The second part of the PBID assessment that was expected has come in, and the organization saw a little income from the ArtHop beer garden. Underneath environmental enhancements there was a budgeted amount of \$18,696 for landscaping. This could be spent on a consultant mentioned by James in pervious meetings. We have also discussed using a portion of it for a lighting project. These determinations will be made by the clean and green committee moving forward. Motion made by Charest, Haron seconded.

V. **PBID Renewal Update**

Roush/Cerracchio

DFP is still in the process of setting meetings, but have completed many. Cerracchio will call on the renewal committee for assistance with follow up. Councilman Arias has promised we will be on the city agenda in August. Cerracchio and Haron have scheduled to meet with Congressman Costa to see if there is potential federal buy in for government related properties.

VI. **Fee for Service Initiative (Action)**

Cerracchio

We have received inquiries from non-PBID members about services for their business, specifically marketing and advocacy services, which are currently Zone 1 benefits. Anderson inquired about PBID inclusion. Cerracchio clarified that due to location they would not be eligible. It was decided that the full board should hear the outline of initiative, and vote should take place there.

VII. **Nominating Committee**

Cerracchio

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The members up for re-election are Ashley Webster, Jayni Wong and Cassey James for Zone 2; and Scott Anderson for Zone 1. There was a discussion regarding property ownership requirements for board election, for example, Cassey James is on the board as a business owner representative. It was decided an action item for the board meeting would form the nomination committee.

VIII. CEO and President Update

Cerracchio

There are a number of development updates to share. Reza Assemi is moving forward with the Van Ness and Amador housing project, the Sun Warehouse project; and is actively working on a project on Broadway and Tuolomne with the City of Fresno. The Rec Room (Broadway 411 Ales & Spirits) is almost done with their permitting process. The Lance Kashian project is in its permitting phase and Hotel Fresno is 80% done and coming along. Will Dyck is also doing some other housing projects, including the Old JcPenney building. We've had restaurant and nightlife leads.

There was a lot of recent news about the Hardy's situation. The partnership has been sending videos of the interiors since June, and noted that it was not safe for occupancy. We raised red flags, the situation has reached the media and the group is continuing with construction though the city has told them not to continue.

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

VIII. Clean and Green Committee Update

James

Power washing will be expanded throughout the PBID, and they will develop the schedule that works for the district. We have received the planter program application from the city. There will be an application process to select participants for the program to ensure that the businesses take responsibility for the planters. The clean and green committee will select the candidates for the program. Ace Parking confirmed during the C & G committee that they will be cleaning up after large events. Security reported that there were continuous issues with the underpass near the Stanislaus Bridge, and a fire in the Californian Building started by a resident. Mid Valley will be receiving a list of ArtHop "hot spots" for trash, which will prompt extra service on Fridays. Alternatively, they may just switch service days for those weeks. The City of Fresno reported that there should be digital parking meters available by the end of the month.

Marketing and Business Development Update

Cerracchio

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JSA presented their marketing campaign results, including the best performing areas for targeted ads. They are delivering social media versions of the advertising videos so DFP can post them. There was a successful clean up event, and interested people can sign up directly with Beautify Fresno for more opportunities. Fulton Street Party has been set for November 20th, and Christmas Parade is December 11th. We have been continuing with ArtHop events, including at Warnor’s Theatre, supporting MAS Fresno at Mariposa Plaza, and the Brewery District Block parties. Downtown Academy wrapped up last month, and we are currently taking applications. The MBC meetings will be moved to the first Wednesday of every month, at 1 pm.

IX. New Business

Regarding pole banners, DFP is still requesting information from the city and their installer, and will be revisiting this soon.

X. Attendance Report

Roush

DFP will send the attendance report.

XI. Adjourn – 9:19 am