



Board of Directors Meeting
Wednesday, January 10, 2018
Downtown Fresno Partnership (845 Fulton)

Minutes

Board Present: Sarah Moffat, Kate Eiland, Craig Scharton, Scott Moore

Board Absent: Derek Franks, Kate Eiland

Guests Present: Whitney Campbell (on behalf of Derek Franks)

1. Call to Order: 4:11 pm
2. Minutes: Motion Moore, Arambula Seconds. Arambula Abstains, Approved.
3. Chairman's Report:
 - a. Announce top 3 board candidates. Elliott Balch has resigned from the board; he will be working on some upcoming downtown projects. Moffat named the top candidates, will discuss in agenda item 8. Moffat will be meeting with DFP's Board Chair next week to discuss better integration between the two organizations.
 - b. Board ½ day retreat – January
 - i. Discussion: Board selected Saturday, February 10 for 4-hour session. This will be in lieu of a February meeting. Moffat and Chilingierian will discuss an agenda, but Moffat encouraged the board to send over agenda item suggestions. Arambula mentioned having a budget on hand to be able to know how much funding can be allocated to projects.
4. Treasurer's Report: No report
5. 2018 State of Downtown. Scharton announced that the 2018 State of Downtown will likely be on April 5 at The Downtown Club. DFP staff is working through the details, including a sponsorship packet. Moore/Fresno State CGE would like to be the title sponsor at \$5,000. Scharton also mentioned DFP's Annual Meeting, taking place on February 15 from 5:30 – 7:30 pm at T.W. Patterson.
6. Program Updates/ED Report
 - a. Downtown Academy. The class met for the fifth time last week for a tour of The Brewery District. Next month they will tour South Stadium. DTA has secured two more sponsorships – one from Fresno Housing Authority and one from Bitwise Industries. Chilingierian shared a 1-page overview of DTA Class VI.
 - b. Placemaking/Wayfinding: DFF had four placemaking projects in 2017. The board will discuss new ideas for 2018 at the retreat in February.
 - c. Ale Trail Campaign/Opening: Zack's Brewing Co. and 411 Broadway Ales & Spirits should be opening by Spring 2018. Chilingierian will be ordering sidewalk decals with the Ale Trail logo to be placed outside of each brewery as a form of wayfinding.



- d. Fulton Marketplace Program: The deadline for applications was December 22. DFF only received 3 applications, compared to 24 applications received for Create Here in 2015. Chilingierian and Scharton are still working to identify a space for the pop-up program, and then will revisit the timeline and approach.
7. Old/New Business
 - a. Fulton Storefront Renovation Program. Scharton will check in with Take 3 to see where they are at in the process. The remaining storefronts are Procter's Building, T.W. Patterson, and Los Panchos Mexican Restaurant.
 - b. Banner Art Program. No updates. Will discuss at February retreat.
 - c. Downtown Booster Squad. Chilingierian, Moffat, and Arambula will meet to discuss the direction of the program for 2018.
8. New Board Member Discussion: Moffat and Chilingierian will set up meetings with the top candidates and report back to the board. The "pre-approved" candidates will be invited to attend the retreat.
 - a. Action: Arambula moves to conditionally approve Jordan Gustafson as a new board member, with the other options pending per further governance committee discussion. Moore seconds. Approved
9. Next Meeting: February 10, 2018 at 12 pm, location TBA.
10. Adjourn: 5:15 pm