



## Minutes

Board Present: Sarah Moffat, Diego Arambula, Derek Franks, Scott Moore, Catherine Heaney, Jordan Gustafson, Craig Scharton

Staff: Bianca Camara and Tatev Hovhannisyan

1. Call to Order: 4:07 pm
2. Minutes: Motion Balch to approve minutes, Arambula Seconds, Approved
3. Chairman's Report:
  - a. Welcome new Board Members Catherine Heaney and Jordan Gustafson. Sarah discussed Catherine's idea to have movie night across from Charburger. Jenna had reached out to Boese to see if permission would be granted to use this space. Catherine and Jordan gave a brief intro of themselves.
  - b. New CEO of Downtown Fresno Partnership Announced. Sarah and Bianca discuss the announcement of the new CEO and that he will be arriving at the end of April and will be attending the State of Downtown. Board decided we should assist and throw a Welcome Party at Tioga Sequoia. Need to select a date based on Jimmy's availability.
  - c. Discussion to find a temporary replacement for Kate Eiland as Treasurer until she can return January 2018. Sarah spoke with Jenna to find someone within the city to add to the discussion.
  - d. Downtown Boosters: Sarah to meet separately with Jenna and Jordan to discuss bringing back Downtown Boosters to re-engage DTA members and downtown enthusiasts.
  - e. State of Downtown: Each board member must purchase a ticket and work to sell a minimum of five tickets to support the event. Please share on your social media accounts. Sarah will speak with the Fresno Grizzlies to secure tickets for attendees.
4. Treasurer's Report: No report.
5. State of Downtown: Will be at the Downtown Club on April 27<sup>th</sup> and more sponsorship is needed. DFP would like to bring in another \$5,000. There will be some seating and high top tables with the event now more "reception style" version the 1 hour long program. Bianca stressed the need to sell more tickets. She will send out the link for purchase once it is us for individual ticket sales. Dean Moore informed the board/staff that a large group of Fresno State Cabinet Members would be present and requested a presentation for Brew U w/ award. Sarah said she would confirm with Jenna to create a Brew U trophy to be billed to Fresno State to be presented by Sarah Moffat if she is not out of town for work. If not, it will be presented by Diego Arambula.
6. Downtown Academy just completed their Chinatown tour day and stopped by Full Circle Brewing.



7. Ale Trail Opening still in the process. 411 and Zack's have yet to open and have not specified a date as of yet. Dean Moore discussed the new Fresno State Magazine focused solely on the role Alumni have in revitalizing downtown. Sarah confirmed she did connect with the magazine and emphasized Fresno State's role in the process with Fresno State Downtown at Bitwise. Sarah mentioned the possibility having a magazine launch at the State of Downtown to highlight the magazine.
8. Fresno Grizzlies Update
  - a. Derek gave an update on the new ownership for Fresno Grizzlies, Opening Day and preparing for the 2018 season. He requested assistance in:
    - i. Handing out posters and pocket schedules to businesses throughout Fresno. Catherine offered to put one in each to-go order at Charburger.
    - ii. Opening Day celebrations similar to Fresno Football Club.
9. Old/New Business
  - a. Fulton Storefront Renovation Program. No updates.
  - b. Banner Art Program. No updates.
  - c. Ale Trail Opening. No date set – possibly looking at early 2018. DFP staff is working to meet with 411 Broadway and Zack's soon to figure out their status.
10. Next Meeting: April 11, 2017 at Downtown Fresno Partnership office at 4pm.
11. Adjourn: 5:04 pm