



## Minutes

Board Present: Sarah Moffat, Diego Arambula, Derek Franks, Scott Moore

Staff: Jenna Chilingierian

Board Absent: Catherine Heaney, Jordan Gustafson, Craig Scharton

1. Call to Order: 4:17 pm
2. Minutes: Motion Arambula to approve minutes, Moffat seconds. Approved.
3. Chairman's Report:
  - a. Recruitment of temporary Treasurer. Kate Eiland will be unavailable until January 2019 to serve as a board member and treasurer. The group agreed to hold off on recruiting a new board member and treasurer, instead will have Jenna Chilingierian present the monthly treasurer's report.
  - b. Downtown Boosters – Moving Forward. Sarah Moffat attended a Downtown Academy Alumni event earlier in the month, around 45 people were in attendance. Originally, the group hoped to have Downtown Boosters serve as the next step of the Downtown Academy, with meaningful opportunities for engagement. The question remains, how to activate the leaders from the group to do something of substance, and what are ways to engage the rest of the alumni?
    - i. Downtown Sports: Wiffleball. Moffat discussed an opportunity to fundraise for the Foundation, while building up leaders and engaging the Downtown Booster/Academy groups. The Foundation can serve as the financial hub/insurance carrier. The group will think more about who's ready in our network to run something like this – possibly Jordan Gustafson or Root General.
  - c. Follow up last meeting:
    - i. Brew U Award created and will be presented by Diego Arambula. Scott Moore elaborated on the Fresno State magazine downtown edition that will be released on May 4. Hoping to have this teased at the State of Downtown, along with a short video highlighting some of the Fresno State alumni who have contributed to downtown revitalization. Arambula and Moore will coordinate on the remarks.
    - ii. Downtown Fresno T-Shirts (Collaboration with Root). Moffat will check-in with Root General on t-shirt production, but asked the group to think about designs/ideas.
4. Treasurer's Report: Motion Moore to approve report, Arambula seconds. Approved.
5. Program Updates/ED Report



- a. Grizzlies' Opening Day (April 10). Downtown Fresno Partnership held a beer garden at "Growlifornia Plaza" for Opening Day. The Fresno Grizzlies had a pop-up team store and music.
  - b. State of Downtown (April 26). Everything is coming together, Craig Scharon will be providing remarks on behalf of Downtown Fresno Partnership. The group discussed ways to participate in the event planning process, such as assisting with finding an emcee and/or editing the Power Point.
  - c. Parklet Prototype/Urban Design Festival. Ideaworks, Downtown Fresno Foundation, and City of Fresno have partnered to build a parklet prototype to be debuted at the City of Clovis Urban Design Festival on May 12-13. The goal is to bring the parklet back downtown to have in front of a business as part of the City of Fresno's pilot parklet program. The group discussed sponsorship opportunities.
    - i. Moore motioned to approve a \$500 sponsorship for the parklet construction, Arambula seconds. Approved.
  - d. Fulton Storefront Renovation Project (Continuous). Los Panchos Mexican Restaurant is currently undergoing their renovations, more updates in the next few months on other projects.
6. Board Member Discussion. N/A
  7. Announcement of next meeting May 9, 2018
  8. Adjourn to bonus tour: Tour new Tioga Sequoia space that opened during FresYes Festival with Mike Cruz