



Minutes

- Board Present: Sarah Moffat, Catherine Heaney, Jordan Gustafson, Jimmy Cerracchio
 - Board Absent: Diego Arambula, Derek Franks, Scott Moore
 - Staff: Jenna Chilingerian
 - Guests Present: Whitney Campbell (on behalf of Derek Franks)
1. Call to Order: 4:06 pm
 2. Minutes: No Motion Made – will revisit at June 13, 2018 meeting
 3. Chairman’s Report:
 - a. Welcome Jimmy!
 - i. Plan a Welcome Reception for Downtown’ers. A Meet & Greet will take place on May 17 from 5:00 – 7:00 pm at Shepherd’s Inn. There’s a Facebook event on Downtown Fresno Partnership’s page with more details.
 - b. Downtown Boosters – Moving Forward
 - i. Downtown Sports: Wiffleball. At the last board meeting, the group discussed bringing back the Downtown Boosters as a fundraiser for the Foundation as well as an opportunity to engage Downtown Academy alum. There was a sports league that scheduled games in downtown Fresno, but decided to move to a bigger field for their upcoming season. Unfortunately, their negotiations with the field management fell through last minute and they ended up cancelling their season altogether. The group will continue to think about options for spaces, grass/turf (Fresno Football Club), someone to lead this effort from the board, and potential partnerships with Fresno PARCS.
 - ii. Other Ideas: The group also discussed Downtown Booster cards for discounts at downtown area restaurants, as well as assisting DFP with business recruitment and activation projects.
 - iii. Moving Forward: The group agreed to form a committee from current Downtown Boosters (8-10 people) and chat offline about how to move these ideas forward.
 - c. Beer Incubator: Is this still possible?
 - i. There’s some movement on a Craft Beer Brewer’s Guild in the Central Valley. Should expand the conversation to wineries and distilleries, too. Moffat recommended sending representation to the CA Craft Beer Summit in September for business recruitment purposes.
 - d. Downtown Fresno T-shirts
 - i. Presentation by Kirk James (Root General) – Kirk James was not present, but the group discussed some options.
 4. Treasurer’s Report: Motion Moffat, Gustafson seconds. Approved.
 5. Would you like us to call you Jimmy?



a. Or James? Let's discuss this and what brought you to Fresno. Jimmy provided an overview of his background and identified some 2018-19 priorities.

6. Program Updates/ED Report

- a. State of Downtown Recap. The event went well, over 350 people in attendance. Several elected officials/representatives, community members, organizations. Hopeful that it brought more attention to The Downtown Club as well as participating businesses.
 - b. 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 parklet will be set up in front of House of Juju. 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. Chilingerian hopes to meet with Bitwise Industries soon, as they've been approved to have a parklet in front of their South Stadium building.
 - c. Fulton Storefront Renovation Project. Los Panchos Mexican Restaurant had the Grand Opening of their Cantina on May 5, and will be finishing up renovations and additions to their façade and outdoor dining area in the next few months. Chilingerian has followed up with Take 3 and T.W. Patterson, but neither have moved forward with renovations. Moffat asked about having an option for the public to donate to a "Façade Fund" to help more businesses do renovations.
 - d. Other: The group talked about a pop-up dog park as a future activation project, using the grass/turf from the Fresno Football Club games. Campbell will look into the schedule and send out to the group.
7. Board Member Discussion.
 8. Announcement of Next Meeting: June 13, 2018
 9. Adjourn to Welcome Drinks with Jimmy at Tioga-Sequoia Brewing. (Postponed) Meeting adjourned at 5:10 pm