



Minutes

- Board Present: Sarah Moffat, Diego Arambula, Jordan Gustafson, Jimmy Cerracchio, Scott Moore
 - Board Absent: Derek Franks, Catherine Heaney
 - Staff: Jenna Chilingierian
 - Guests Present: Whitney Campbell (on behalf of Derek Franks)
1. Call to Order: 4:00 pm
 2. Minutes: Motion Moore, Cerracchio Seconds, Approved. Arambula Abstains
 3. Chairman's Report
 - a. Food Expo. Moffat mentioned the Food Expo returning to downtown Fresno in July, with a possibility for partnership or activation. Moffat will connect the board with the event coordinator, Amy Fuentes, to discuss opportunities. Moffat emphasized the scale of the event in terms of audience as well as types of companies and organizations involved.
 - b. Staff transition. Moffat mentioned Chilingierian's departure from DFP for graduate school in the fall. Chilingierian let the group know that her position has been posted and they've received over 160 applications so far. Cerracchio will start reviewing applications and scheduling interviews; the deadline to apply is July 23 with hopes of having someone start in August.
 4. Treasurer's Report: Motion Arambula, Moore Seconds, Approved.
 5. Program Updates/ED report
 - a. Downtown Academy: The application cycle for Class VII opened on July 9 and will close on August 10. FLYP will continue to be involved by leading social activities including a mixer and graduation ceremony. The planning committee decided to increase the class dues from \$350 to \$400 to account for rising program costs (hotel, travel, dinners), and will continue to solicit potential sponsors to support the program. Lastly, the planning committee increased the class time from 9 to 10 months and from a start time of 6:00 pm to 5:30 pm in order to build community among the class members. To-date, there have been 14 applications submitted.
 - b. Placemaking/Activations: covered in the "Barking Lot" update.
 6. The "Barking Lot" Update: Gustafson and Chilingierian have been working on details for The Barking Lot, including logistics, operations, and sponsorships. PPL will have marketing materials ready by the weekend to start pushing the event. The event will kick off on August 2 and run on Thursday evenings during the month of August, from 5 – 9 pm. The biggest needs right now are sponsors for the artificial turf and fencing. Gustafson will go on the Central Valley Today Show downtown segment on July 27 to promote the event.
 7. Downtown Fresno Partnership Update: Cerracchio updated the group on the Ale Trail transition to the Central Valley Craft Brewers Guild, Fulton Marketplace Program, administration updates

(e.g., website), re-launch of Downtown Investment Series – possible co-branding with Fresno State Continuing and Global Education, retail space inventory, and several events – Fiestas Patrias, Christmas Parade, Sudz in the City.

8. Board Member Discussion: the group discussed the possibility of bringing the Ice Rink back to downtown. Cerracchio and Chilingierian brought up some of the deterrents to hosting an ice rink for the 2018 season. DFP will look into a possible fundraising campaign for a 2019 season. The group also talked about the potential increase in nightlife with The Chicken Shack and surrounding restaurants; DFP will continue to work with the businesses to think about extending hours of operation. Arambula provided an update on the “White House” on Ventura/Van Ness. They have gutted the backyard, installed a fence in the front yard and will be doing some painting. The building is available for commercial lease and they’re interested in hosting a few Art Hops in the fall to help draw attention and get folks to re-imagine what the spaces can look like.
9. Announcement of next meeting: September 12, 2018
 - a. No August Board Meeting
10. Adjourn at 4:56 pm.