

DOWNTOWN FRESNO PARTNERSHIP  
**Marketing & Business Development Committee**

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Thursday, April 5, 2018  
8:30 A.M.

845 Fulton Street  
Downtown Fresno Partnership

**MINUTES**

**Present:** Jessica Roush, Leslee Minas, Beth Wilkinson

**Absent:** Rob Boese, Carolyn Ocheltree, Hilary Haron, Mark Astone

**Staff:** Chris Rocha, Craig Scharton

**Public:** None

- I. Call to Order  
Meeting called to order at 8:40 A.M.
  
- II. Approval of Minutes  
October minutes were approved with a motion by Wilkinson and seconded by Roush.
  
- III. Purpose and goals of the committee  
Scharton discussed overall goals and purpose of the Marketing and Business Development Committee. Wilkinson mentioned possibly expanding committee to have more roles. Would like to meet with incoming CEO for clear direction/purpose of committee and to set expectations. Roush would like to meet with staff prior to next meeting.
  
- IV. Marketing Report  
Rocha gave update on the social media statistics. There has been an increase on all platforms. Reported that there was a 58% increase of visits to the DFP website.
  
- V. 2018 State of Downtown  
Scharton gave update on what the State of Downtown event will entail.
  
- VI. 2018 Events  
Scharton gave update on upcoming 2018 events. Second Saturday Dragging the Main event begins this Saturday.
  
- VII. Adjourn – Meeting adjourned at 9:52 A.M.