

Item 7
6-22-21

From: robert gurfield <robertgurfield@gmail.com>
Sent: Tuesday, June 22, 2021 9:15 AM
To: Jimmy Cerracchio; BOSComments
Subject: Re: Downtown PBID Renewal at Board of Supervisors

CAUTION!!! - EXTERNAL EMAIL - THINK BEFORE YOU CLICK

Jimmy,
Please present this letter on my behalf today.

Dear Supervisors,
Re: Item 7 on today's agenda

Please support Item 7 on today's agenda in support of the Downtown Fresno Business Improvement District. I have owned the three buildings on the Northeast Corner of Fulton and Mariposa Streets since 1984. I have watched this area change from an obsolete pedestrian shopping mall to a vibrant intersection with vehicle access and a public events park at the clocktower. The City has relocated one of its most valuable public art works, La Laveuse, a 100 year old Renoir Sculpture, to the sidewalk in front of my building now called Renoir Corner. I have invested in this building to replace a 30 year old shoe store with modern restaurant spaces attracting new merchants to Downtown Fresno like the Chicken Shack and Toshiko's, a destination for socializing Fresnans. In the coming year I will invest another million dollars to continue the modernization of my buildings to bring in new businesses.

The Downtown Business Improvement District has been a valuable forum for business and property owners to coordinate their efforts at maintaining and improving Downtown. I have been a member since its founding. Thank you for your past support and I urge that you continue backing us. We need it to help with future development.

Sincerely yours,
Robert M. Gurfield

On Jun 21, 2021, at 6:19 PM, Jimmy Cerracchio <jimmy@downtownfresno.org> wrote:

Hello,

Tomorrow morning (Tuesday), we will be presenting info to the Fresno County Board of Supervisors for their authority to sign their renewal petition. Initially, we heard that we should have no problems moving this forward. However, in the last few hours, we've learned that the county may take a neutral position, not signing their petition, and waiting to see if the renewal will advance on its own. Having Fresno County say yes and sign the petition would be a huge step forward for us, showing unanimous support from our elected leaders. Due to the amount of parcels they own, it would also move us closer to the 50% threshold for petition signatures. I'd like to ask that you assist us by either voicing your support at tomorrow's Board of Supervisor's meeting during the public comment period, or sending a letter of support to the Board by tomorrow morning.

Here is a link to tomorrow's agenda. If you would like to speak in person, this document has information on how you can participate, including the meeting location and details. We are Item #7.

Written comments may also be submitted in advance of the meeting. They must be submitted no later than 15 minutes before the start of the meeting (9:45am). Below are details of how you can submit your comments.

Written Comments

• Members of the public may submit written comments as follows: by email to BOSScomments@fresnocountyca.gov, by mail or by hand delivery at the Clerk of the Board's office in the Hall of Records at the above address. Comments should be submitted as soon as possible but not later than 15 minutes before start of meeting. You will need to provide the following information:

- Board Meeting Date
- Item Number
- Comments

- Please submit a separate e-mail for each item you are commenting on.
- Please be aware that public comments received that do not specify a particular agenda item will be made part of the record of proceedings as a general public comment.
- If a written comment is received after the start of the meeting it will be made part of the record of proceedings, provided that such comments are received prior to the end of the Board meeting.
- Written comments will be provided to the Board members.

Comments received during the meeting may not be distributed to Board members until after the meeting has concluded.

Also, here is a link to the current supervisors <https://www.co.fresno.ca.us/departments/board-of-supervisors>.

I've also attached a list of our accomplishments that is in our draft management plan. You can reference this if you need any specific statistics. Key items we will be focusing on during our presentation time includes our efforts to mitigate trash, graffiti, vandalism, property crime, and economic development support we've provided including marketing, grants, and assistance navigating city processes.

I'd appreciate your assistance with this. We've accomplished so much in the last decade, we can't let it slip by due to the county taking a passive position. Without the PBID, we face encroaching issues from rising homeless activity, violence and property crime, and apathy concerning downtown growth.

Thanks,

Jimmy Cerracchio
President & CEO
Downtown Fresno Partnership

<DTP10185_PBIDRenewal_Accomplishment_2021_V3.pdf>

Item 7
6/22/21

From: Jordan Sanchez <jordan@bitwiseindustries.com>
Sent: Tuesday, June 22, 2021 9:45 AM
To: BOSComments
Subject: Board of Supervisors 6/22/21 Meeting - Written Comments

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- Board Meeting Date - 6/22/21
- Item Number - 21-0516
- Comments - Downtown Fresno Property & Business Improvement District Below

Dear Supervisor Pacheco, Supervisor Brandau, Supervisor Magsig, Supervisor Mendes, and Supervisor Quintero,

Thank you for taking the time to read my comments. I'm writing on behalf of the Downtown Fresno Partnership (DFP) and Foundation, as I serve as the Chair of the Downtown Foundation, but also writing to you as a Downtown Fresno business owner, resident, and Mother. My husband and I are proud to be raising our children in our beautiful downtown largely due to the work the DFP has done regarding cleanliness, safety, and economic development. What a joy to be able to walk our two toddlers in their strollers down Fulton and see the vibrancy that has been created over the past 10 years or see our 8-year-old feel carefree and dance for joy on the sidewalks of ArtHop! The events, businesses, and culture of Downtown Fresno make up the heart of our city and the growth we've witnessed has been spearheaded by DFP through programs like Create Here, the Ale Trail, Market on Kern, Fulton Street Party, Carthop, and FresYes (just to name a few). I humbly urge you give your support to Renew the Downtown Fresno Property and Business Improvement District for January 1, 2023 through December 31, 2032, so that Downtown Fresno can thrive for generations to come and our children can enjoy their community knowing its success has the backing of their civic leaders.

Thank you,
Jordan Sanchez
Chair Downtown Fresno Foundation
Board Member - Lowell CDC
Committee Member - Transform Fresno Outreach and Oversight Committee
Director of Revenue - Ordslip / Bitwise Industries
AirDTF - Co-owner and Operation
Mother of Zoe, Noa and Shepard - all lifelong residents of Downtown Fresno :)

Item #7

6-22-21

From: Hilary Haron <hharon@haron.com>
Sent: Tuesday, June 22, 2021 9:26 AM
To: BOSComments
Subject: 6/22/2021 Agenda Item 7 Comments

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- June 22, 2021
- Item no. 7
- Comments:

Thank you for receiving my comments via email, I regretfully am unable to attend in person.

I would like to briefly remind the Board of how much the Downtown Fresno Partnership (Downtown Fresno's PBID) does in Downtown Fresno. Although most of it is unseen, and getting positive media coverage has proven to be nearly impossible, we continue to provide for the Downtown community.

Every year, we remove thousands of pounds of trash, otherwise overlooked and provide regular security patrols. Until Covid, we produced numerous events every year, drawing people from all over the state. During covid, we adapted quickly, providing updates on regulations and resources, and perhaps most importantly, providing small business grants.

As the population of downtown residents increases, the services provided by Downtown Fresno Partnership will become even more indispensable.

We are at a pivotal time for Downtown Fresno. The continued economic development which Downtown Fresno Partnership fosters is key to the County's success. We humbly ask for your support for our request to sign the petition for renewing the Downtown Fresno PBID.

Thank you,

Hilary L. Haron
Haron Motor Sales Inc.
Jaguar | Land Rover | Volvo

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Item 7
6-22-21

From: Cassey James <cassey@rootgeneral.com>
Sent: Tuesday, June 22, 2021 9:26 AM
To: BOSComments
Subject: Public Comment regarding DFP Item 7 - June 22, 2021

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June 22, 2021
Item #7

Dear Board of Supervisors,

We are writing to urge you to vote YES on the renewal of the Downtown Fresno Property and Business Improvement District.

The Downtown Fresno Partnership has been essential in the ongoing revitalization of Downtown and we have experienced it first hand. We opened our business Root General on the Fulton Mall in 2015 after participating in the Create Here program put on by the DFP. The program provided us with important information and connections that helped get us to opening day. After only one year in business we were ready to expand and moved just a short block north where we currently operate on Fulton St. next to Warnors Theater.

We are approaching 6 years of being in business and over the years the DFP has been the backbone of Fulton St and the surrounding PBID area.

As business owners we personally benefit from and see it through their accomplishments and ongoing efforts in:

- Daily trash and graffiti cleanup
- Getting and maintaining the locking of dumpsters in zone 1
- Overnight security
- Coordinating the launch of updated parking meters
- Grant programs helping current businesses in downtown and those seeking to be here such as the Parklet program, Covid relief, Facade improvements, & Create Here.
- Marketing & promotions for Downtown businesses and as a whole.
- Community and Downtown business friendly that bring customers and revenue into Downtown.

We believe the above examples would not be happening without the DFP and so we once again strongly urge you to take a stance and vote YES on the renewal of the Downtown Fresno Property and Business Improvement District.

Thank you,

Kirk and Cassey James

Downtown Business Owners

Root General
www.rootgeneral.com