

Specializations

Advocacy

Board Development

Budgets and Budget Compliance

Business/Economic Development

Business Retention, Expansion and Attraction

California Law: Public Records Act, Open Meeting Law (Brown Act), Political Reform Acts (Fair Political Practices Commission)

Community Engagement

Destination Marketing and Tourism

Feasibility Studies

Financial Analysis

Improvement District Formation

Grant Writing and Management

Meeting and Event Planning

Organizational Development

Placemaking/Public Space Activation

Strategic Planning

Profile

The one thing I really love to do is bring people together to find the best way forward - I'm really energized by the process. This stems from my passion for work that serves the community. I have started and run successful businesses, organized and directed property and business owners, and analyzed and improved organizations and districts. Sound communication skills, an innate ability to find solutions and the capacity to turn plans into actions make this possible.

Professional Experience

Principal AMI CONCEPTS (2011-PRESENT)

Consulting company providing problem-solving and revitalization efforts for cities and business districts, along with nonprofit advisory services EMAIL jan.amiconcepts@gmail.com
WEBSITE <www.amiconcepts.com>

- PBID formation: feasibility, plan development and campaign
- Stakeholder engagement
- Nonprofit operational assessment

Project Manager CITY OF SELMA (2021)

Assist Downtown Selma business owners in forming a Business Improvement District.

- Community engagement and market evaluation
- Plan development
- Management of BID approval process

Project Manager CITY OF KINGSBURG (2019-2020)

Assist Downtown Kingsburg business owners in forming a Business Improvement District.

- Community engagement and market evaluation
- Plan development
- Management of BID approval process

Executive Director CHINATOWN FRESNO FOUNDATION (2017-2021)

Organization formed by property and business owners to unite the community, honor the history, strengthen the assets and build vibrancy in the Chinatown neighborhood

WEBSITE <www.chinatownfresno.org>

- Create a strong unified voice
- Provide advocacy, community engagement and outreach
- Maintain oversight of operations, events and staff
- Develop funds including PBID formation

Project Manager SHAW CORRIDOR PBID (2016-2017)

Group of property owners working together, with the support of the City of Clovis, to form a property-based business improvement district. WEBSITES <www.shawpropertyowners.org>

- Engaged property owners through outreach meetings and workshops
- Assessed benefit options, ran revenue scenarios and produced a Management District Plan and newsletter
- Created boundary map, database and designed materials, website

Affiliations

Urban Land Institute (MEMBER: 2013-PRESENT)

ULI Advisory Services Panels: COLORADO SPRINGS 2012, TUCSON 2013, OMAHA 2014)

International Downtown Association (MEMBER: 2005-PRESENT)

California Main Street Association (SPEAKER, IMPROVEMENT DISTRICT FORMATION: 2015)

League of California Cities (SPEAKER, IMPROVEMENT DISTRICT FORMATION: 2013)

Pathways to Rural Economic Progress Grant:

Chambers of Commerce as Assets in Municipal Economic Development (CSU FRESNO: 2012)

Fresno Revitalization Corp (MEMBER, BOARD CHAIR: 2008-2011)

Fresno Chamber of Commerce: Downtown Fresno Task Force (MEMBER: 2007-2009)

City of Visalia Wayfinding Signage Committee (MEMBER: 2005-2007)

Greater Reedley Chamber of Commerce (BOARD MEMBER, SECRETARY: 2001-2002)

City of Reedley Sphere of Influence Specific Plan (MEMBER: 1999-2000)

Reedley Downtown Association (BOARD MEMBER, PRESIDENT, INTERIM EXECUTIVE DIRECTOR: 1998-2005)

Reedley Streetscape Committee (BID) (BOARD MEMBER: 1996-2005)

Trust Manager FOOD COMMONS FRESNO (2015-2016)

Nonprofit land trust and for-profit community benefit corporation working together to build a regional food system WEBSITES <www.foodcommonsfresno.com> and <www.ooooby.com/fresno>

- Trust operations administration
- Grant administration and policy development
- Finance and administration for Community Corporation

Executive Director DOWNTOWN FRESNO PARTNERSHIP (2008-2011)

Nonprofit business association that evolved into a property-owner association with a completed PBID (property-based business improvement district). WEBSITE <www.downtownfresno.org>

- Rescued dying business membership organization and lead the formation of an property-based business improvement district (PBID)
- Established governing board and policies and a 5-year strategic plan featuring public space management, economic development and marketing
- Created a work plan with budget and measurable goals for implementation

Executive Director DOWNTOWN VISALIA ALLIANCE (2005-2007)

Alliance of a business association and a property-owner association, providing marketing and events, business services, security and maintenance to Downtown Visalia WEBSITE <www.downtownvisalia.com>

- Created a Strategic Plan involving both business and property owner boards
- Initiated business recruitment and retention
- Launched music festival with 63 bands and 5,000 attending
- Improved accountability and financial procedures

Additional Experience

Owner and Founder JASMIN PRINTING (1994-2005)

History (prior to 1994) Public accounting, nonprofit management (sports, education, healthcare), financial management (agricultural packing/farming operation)

Education and Training

Bachelor of Science in Business Administration LEWIS & CLARK COLLEGE, PORTLAND OR (EMPHASIS: ACCOUNTING)

Business Retention & Expansion Certificate INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

Engaging Citizens – A Game Changer for Development Certificate THE WORLD BANK (COURSERA)

Grant Writing and Management Certificate CALIFORNIA STATE UNIVERSITY, FRESNO

Graphic Design Certificate CALIFORNIA INSTITUTE FOR THE ARTS (COURSERA)

Seminars and Conferences

California Association for Local Economic Development (CALED)

International Economic Development Council (IEDC)

International Council of Shopping Centers (ICSC)

Urban Land Institute (ULI)

International Downtown Association (IDA)

California Downtown Association (CDA)

California Main Street Association (CAMSA)

California State University, Fresno Division of Extended Education

Computer skills: Adobe Creative Suite, Microsoft Office Suite, databases, website development, social media.