

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS MEETING

SPECIAL MEETING TIME 4PM AND LOCATION!!!!

February 1, 2012 4:00p.m. @ 610 MAIN STREET – THE MONDAY CLUB

The FBID Board of Directors is a non-political entity committed to the strengthening of Fortuna's business community.

Fortuna Business Improvement District Board meetings are open and public under California law.

This agenda is posted in 3 public places: Fortuna Chamber of Commerce, Fortuna Monday Club & Fortuna City Hall

NORMAL MEETINGS SCHEDULED THE FIRST WEDNESDAY OF EVERY MONTH 12PM (NOON)

Fortuna Business Improvement District – Board of Directors – Mission Statement

The goal of the Board of Directors and Staff of the Fortuna Business Improvement District is to work together with Fortuna's diverse business community to effect positive economic change.

We plan to achieve this by presenting a proactive, cohesive image of integrity, value and service through promotion of community events, the retention and recruitment of businesses and provision of effective public relations, advertising and information services. Schedule

Board Members Scheduled to be Present

Kevin Johnson, Elan Puno, Nico Kilmer
Ivan Brownell, Jeana McClendon

Others Scheduled to Attend

Dianna Crow; Coordinator
Mike Losey, Council Liaison
Karina Riggelman, Holiday Inn Express

OPENING

I. APPROVAL OF MINUTES & REVIEW CORRESPONDENCE

- Minutes for January 5, 2011

II. ACTION ITEM FROM LAST MEETING TO REVIEW

- Board applications to fill Redwood Village Seat and Chamber of Commerce Seat.
- Business license list review and split up between board members for FBID Board Blitz
- Crow will email the Board Directors a reminder to send examples of experiences they have had with city hall.
- Crow to contact Los Gatos and find out what their liability issues were in allowing sandwich boards.

III. BUSINESS

- 1. Recap State of the City Breakfast.**
- 2. Review and discuss applications for Redwood Village and Chamber of Commerce representative opening.**
 - a. Troy Ingold – Fortuna Chamber of Commerce**
 - b. Debby Miller – Redwood Village**
- 3. Schedule planning meeting to work on 2012-2013 FBID Work Plan.**
- 4. Business license list review and split up between board members for FBID Board Blitz.**
Note: News Channel 3 would like to follow the board on the FBID Blitz.

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IV. COORDINATOR'S REPORT

- Hospitality Report
 - Karina Riggleman
- FBID Brochure
 - 25 copies to give to City Hall to give with new business license request.
- Core Area Recap
 - Strongs Creek Plaza
 - Downtown Merchants
 - Redwood Village Shopping Center
- CA Downtown Association Conference'

V. FINANCIALS

VI. BOARD REPRESENTATIVE REPORTS

- At Large/Citywide (Elan and Ivan)
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- Chamber of Commerce (OPEN)
 - Weekly Chamber Meetings Noon (Lunch \$10 optional) at 610 Main Street, Monday Club
- Council Liaison (Nico & Mike)
 - Council regularly scheduled meeting First and Third Monday's 6pm at City Hall
- Downtown (Kevin)
 - Monthly meetings fourth Wednesday 8:30 a.m. - 9:30 a.m. at City Hall
- Hospitality/Strongs Creek Plaza (Jeana)
 - Strongs Creek Monthly Meeting is the last Monday 6:00 p.m. at KiDLiCiouS
- Redwood Village (OPEN)
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VII. ACTION ITEMS DISCUSSED TODAY AND NEXT AGENDA ITEMS

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VIII. ADJOURN