

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

January 6th, 2016 3:00 PM @ CITY HALL COUNCIL CONFERENCE ROOM

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 & City of Fortuna

NORMAL MEETINGS SCHEDULED THE FIRST WEDNESDAY OF EVERY MONTH AT 3PM

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.

| Board Members Scheduled to be Present | Others Scheduled to Attend |
|---|---|
| 1. Angi Caudill (Fortuna Downtown Merchants) | 1. Dianna Rios; Coordinator |
| 2. Erica Thompson (City Wide/Home Based/Chamber) | 2. Regan Candelario; Fortuna City Manager |
| 3. Brian Gonzalez (Redwood Village/Chamber) | 3. Tami Trent; City Council Liaison |
| 4. Debbie Rice (City Wide) | 4. Judy Harrison: City of Fortuna |
| 5. Nico Kilmer (City Appointed - Chamber) | |
| 6. Sara Overholt (Fortuna Chamber & Strong's Creek) | |
| 7. Open Board Seat Hospitality | |

Opening:

APPROVAL OF MINUTES & REVIEW CORRESPONDANCE:

Minutes for December 2, 2015 regularly scheduled board meeting.

BUSINESS:

- 1. Humboldt Ice Rink:**
 - a. Rios created financials for Humboldt Ice Rink for the board to review and give input
 - b. Reimbursement from Humboldt Ice Rink to FBID
 - c. Humboldt Ice Rink deconstruction
 - d. What's the future for Humboldt Ice Rink
- 2. Shop Fortuna for the holidays:**
 - a. Review excel spreadsheet including community members that participated and dollar amounts spent in Fortuna
 - b. Is this something FBID would like to continue?
- 3. Home Based Business Expo:**
 - a. Businesses and booths signed up
 - b. Refreshments and entertainment
 - c. Advertising and publicity
 - d. Board support
- 4. Core Area Support:**
 - a. The structure of core areas
 - b. Financial overview
 - c. Creating a policy for cycling out annual volunteer positions. (treasurer, present, vice-present, secretary)

Action Items:

- Rios will make the changes to the minutes from November 9th.
- Rios will make changes to the HBBE letter to inform businesses we are hosting the event and will mail the letter.
- Rios will bring the updated bank policy to the next board meeting.
- Rios will work with Director Kilmer and President Thompson on ice rink financials.
- Rios will add Plumb Construction and Judy Harrison to sponsors for the kid's free movies.
- Rios will invoice kids free movie sponsors after this year's event.
- Rios will work with the board to help the Downtown Merchants with their succession plan for when Marilyn Strehl semi-reties. ☺
- Rios will work on a newsletter to keep the businesses informed on what's happening.
- Rios will get together with Director Rice to pick up the grant check from Umpqua Bank.

FINANCIALS:

BOARD REPRESENTATIVE REPORTS:

- | | |
|---|---|
| <ul style="list-style-type: none"> • At Large/Citywide (Debbie) • Chamber of Commerce (Sara) • City Council (Nico, Tami, City Manager) | <ul style="list-style-type: none"> • Downtown (Angi) • Hospitality • Redwood Village (Brian) |
|---|---|

ACTION ITEMS DISCUSSED TODAY AND/OR NEXT AGENDA ITEMS:

ADJOURN: