

# MINUTES

## Fortuna Business Improvement District Board Meeting Monday January 6<sup>th</sup>, 2016 at 3:00p.m. @ CITY HALL COUNCIL CONFERENCE ROOM

Board Members Present	Others Attending
1. Brian Gonzalez; FBID Board Member	1. Dianna Rios; Coordinator
2. Debbie Rice; FBID Board Vice President	2. Regan Candelario; Fortuna City Manager
3. Angi Caudill; FBID Board Member	3. Tami Trent; City Council Liaison
4. Nico Kilmer; FBID Treasurer	
	Absent-- (Sick) Erica Thompson; FBID Board President & (Sick) Sara Overholt; FBID Board Secretary

Opening: **3:06 p.m. Board meeting called to order by Vice President Debbie Rice.**

### APPROVAL OF MINUTES & REVIEW CORRESPONDANCE:

Minutes for December 2, 2015 regularly scheduled board meeting.

**Treasurer Kilmer made a motion to approve board minutes from December 2<sup>nd</sup> without changes. Vice president Rice seconded the motion all board members in favor, motion passed.**

### 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
  - i. **Treasurer Kilmer will visit the FBID office to help Rios provide better financial numbers.**
  - ii. **Board would like to see more complete numbers**
  - iii. **Board would like Rios to confirm they will be reimbursed for the thousands of dollars they put out upfront.**
  - iv. **Council Liaison Trent said the community would like to know what happens to the funds in the account at the end of the year if the committee decides not to do the event for 2016-2017.**
    1. **FBID board and Rios confirmed this was a three year project and we are committed to two more years. If after three years the event has raised funds, the committee along with FBID would decide where those funds would go.**
  - v. **Rios will be out of town for deconstruction but Rios will work with City Staff and Ice Rink committee to make sure there are not issues while she is away.**

#### 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?  
**Rios provided information and the FBID board agrees the community enjoys participating and FBID will continue to do the Shop Fortuna for the Holidays in 2016.**

#### 3. Home Based Business Expo:

- a. Businesses and booths signed up
- b. Refreshments and entertainment
- c. Advertising and publicity
- d. Board support  
**Rios will continue to sign up businesses. Wells Fargo will provide a popcorn machine and Umpqua Bank will provide the popcorn. FBID will provide water, coffee and tea for free to the community attending the event. Rios will promote event on Facebook, print ads in TS and NCJ and possible on TV. Placement of ads and day of the event is important as most people last year said they didn't hear about the event, while others said it was a busy weekend.**

#### 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)  
**The FBID Board would like to see quarterly meeting with all three core areas at the Monday Club. These meeting will be run by FBID and will offer as communication lines between three core areas. These meeting will have an agenda and will need to be posted because of the brown act. At the first meeting we discuss appointing a president/chairman, a treasurer, a secretary, setting term limits, financials, etc. We will allow time to discuss upcoming events, ways to co-promote and support each other.**

### COORDINATOR'S REPORT:

#### Action Items:

- ✓ Rios will make the changes to the minutes from November 9<sup>th</sup>.
- ✓ 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-retires. ☺
- 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: Rios to work with Kilmer on Humboldt Ice Rink

### BOARD REPRESENTATIVE REPORTS:

- At Large/Citywide (Erica/Debbie) **Excited about Fortuna Clean Team Grant**
- Chamber of Commerce (Sara) **Sick**
- City Council (Nico, Council Liaison, City Manager) **No Report**
- Downtown (Angi) **No Report, but feels like hospitality may be a better fit her on the board.**
- Hospitality **Board Seat Open**
- Redwood Village (Brian) **Homeless issue, security, lighted parade**

ADJOURN: 4:09.m.

Secretary Signature \_\_\_\_\_ Date \_\_\_\_\_