

MINUTES

Fortuna Business Improvement District Board Meeting Wednesday October 7th, 2015 at 3:00p.m. @ CITY HALL COUNCIL CONFERENCE ROOM

Board Members Present	Others Attending
1. Erica Thompson; FBID Board President	1. Dianna Rios; Coordinator
2. Angi Caudill; Downtown	2. Tami Trent; City Council Liaison
3. Debbie Rice; FBID Board Director	3. Judy Harrison; City of Fortuna
4. Sara Overholt; FBID Board Secretary	4. Marilyn Strehl; FBID Board Director
	5. Regan Candelario; Fortuna City Manager
	Absent: Nico Kilmer; FBID Treasurer. Brian Gonzalez; FBID Board Member

Opening: 3:05 p.m.

APPROVAL OF MINUTES & REVIEW CORRESPONDANCE:

Director Overholt made a motion to approve the minutes from September 9th, Director Rice seconded the motion. All board members in favor, motion passed.

BUSINESS:

1. September Annual Meeting/Mixer
 - a. Recap;
 - September Annual Meeting was not quite how Rios intended for it to be. FBID was well represented with information provided by Rios. However, lack of board presence did not make it feel like an annual meeting. FBID's drink table was very popular and kept Rios busy all night long.
 - b. October Mixer
 - Scheduled for Wednesday the 29th. Rios is requesting all board members be present at this mixer, to help answer questions about the BID. The set up at Umpqua Bank will be more conducive to discussing FBID.
 - c. Things to do
 - Rios will purchase drinks. FBID staff has boards already created. Board members are requested to be present at this meeting to discuss FBID and its duties to the public.
2. Home Based Business Expo
 - a. First round of letters to businesses to see if there is still interest from business owner
 - Board made corrections to Rios's letter and included a deadline Wednesday November 4th to respond if interested. Board would like Rios to add her email address to allow Home Based Businesses to respond by email. Board would like Rios to add a button to the homepage, to allow Home Based Businesses to respond automatically. Board would like Rios to notify all Home Based Businesses by November 30th to inform them if the HBBE is a yes, or if it will not be happening for 2016. Rios will mail the HBBE letter with changes.
 - b. Board input and ideas for event
3. Funding Request
 - a. Strong's Creek Plaza Holiday Open House
 - Strong's Creek Plaza- Annual Fortuna Christmas Tree \$1500. President Thompson made a motion to approve the holiday decorations and maintenance of the Annual 6 week Christmas Tree at Strong's Creek Plaza. The FBID discretionary account was set up to help core areas provide entertainment and public decorations at the digression of the board. Director Rice seconded the motion, all board members in favor. Rios asked Director Overholt if she would like to recuse herself from the vote, and she said no. Motion passed. Guest Strehl noted there be a conflict of interest. Rios will cut a check to Strong's Creek Plaza.
 - b. Redwood Village Merchants – Apple Harvest Music
 - Redwood Village Shopping Center- Band for Apple Harvest \$1000. . President Thompson made a motion to approve the request for the Redwood Village Merchants for \$1000. The FBID discretionary account was set up to help core areas provide entertainment and public decorations at the digression of the board. Director Caudill seconded the motion, all board members in favor. Motion passed. Rios will cut a check to Redwood Village.
 - c. Downtown Merchant
 - Downtown Merchants Christmas open house & Main street arts funding request \$1300 (\$800 for advertising \$500 for music) President Thompson made a motion to approve music of \$500, and denied the \$800 for advertising for the downtown open house. The FBID discretionary account was set up to help core areas provide entertainment and public decorations at the digression of the board. Director Rice seconded the motion, all board members in favor. Motion passed.
 - Downtown Merchants; City Wide Yard Sale advertising \$850. President Thompson made a motion to deny the request for the Downtown Merchants for \$850. The FBID discretionary account was set up to help core areas provide entertainment and public decorations at the digression of the board. Director Rice seconded the motion, all board members in favor. Motion passed. Rios will cut a check for \$500 to Redwood Village Shopping Center.
 - Downtown Merchants; Apple Harvest Radio Advertising \$400. President Thompson made a motion to deny the request for the Downtown Merchants for \$400. The FBID discretionary account was set up to help core areas provide entertainment and public decorations at the digression of the board. Director Rice seconded the motion, all board members in favor. Motion passed.
 - Fortuna Downtown: Apple Harvest Advertising Print \$296.55. President Thompson made a motion to deny the request for the Downtown Merchants for \$296.55. The FBID discretionary account was set up to help core areas provide

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entertainment and public decorations at the digression of the board. Director Rice seconded the motion, all board members in favor. Motion passed.

4. FBID UPDATED Policy's

a. Bank Account

- Rios will add a bullet point on how to close the bank account and how FBID will address the overdraft issue. The board decided that if at anytime the bank account is open under FBID's name, and it incurs an overdraft penalty, the account can and will be closed immediately. How to close the bank account: if at any time, the board of directors is no longer involved with the event the event item will be on the FBID agenda and will need to formally vote to close the account. The minutes at the board meeting will need to be taken to the appropriate bank to close the account. This policy will need to be on the next FBID Agenda for approval.

b. Insurance for event

- City manager presented some grammar changes that Rios will make. Director Rice made a motion to approve the insurance policy with grammar changes. Director Overholt seconded the motion, all board members in favor, motion passed.

5. Humboldt Ice Rink

a. Where are we?

- Rios is feeling she's put a lot of energy into the Ice Rink, and is looking towards delegating some tasks at the next meeting. Rios presented in front of the Bear River Charitable Fund to request them to purchase a tent to cover the rink. We will find out more information after October 12th. The bank account is open, FBID has secured a contract with the Ice Rink company. The City is working on the power situation. Volunteer organizations are calling to work, and everything is moving forward. Rios will keep you updated at the next board meeting.

b. What's funding looking like?

c. What the FBID support looks like?

6. Umpqua Bank Grant

- ##### a. We have been approached by Umpqua regarding a possible grant. Rios will recap what she discussed with them and would like some more directors from the board on ideas.

- Umpqua Bank has reached out to FBID through Director Rice on ways to help Fortuna with economic development. City of Fortuna was selected thanks to Director Rice, as she was the lead branch at Umpqua for small business loans in the state of California and Nevada. They liked her involvement with our small town, and wanted to know how they could boost it. Rios and Rice had a phone conference with Umpqua Bank on September 21st and Rios will be send them a list of projects that FBID has discussed in the past, on ways to help our business community.

7. Fortuna Sunrise Rotary beautification ideas ...

- ##### a. Rios will report on the three ideas being proposed and any feedback she has heard from the committees working on the projects AND the downtown merchants!

- Fortuna Sunrise Rotary is looking for a community project in the City of Fortuna. They asked the City of Fortuna if they had any major projects they could help with, the city brought it to the department for a meeting, where they discussed previous ideas. A list of potential projects was presented to a subcommittee, Sunrise Rotary where they selected their top 3. The 3 projects include flags on main st, from 8th to the park entrance. Next, more trees on main street to help enhance the beautification of the flower bulbs. The third project is a town square plaza on 10th & Main St. The group has been divided into 3 sub-committees who are looking into the feasibility of these projects. Rios will be on all three committees. As they all affect downtown and she will be the middle person. Rios will provide more information to the board, as it becomes available.
- Judy Harrison is working with access Humboldt on doing a piece to run during Fortuna's time of access Humboldt, when we have "down time". The piece will include information on who to contact if you're looking to do business in Fortuna, relocate your business to Fortuna, or expand your business in Fortuna.
- Judy is also working on a pilot program for the City of Fortuna, regarding parklets. Rios suggested the parklets on side streets for examples, next to Taco Loco in front of Humboldt Distillery, next to The Playroom, etc.

COORDINATOR'S REPORT:

- ✓ Workshops – Rios will be including funding workshops to her grant request to Umpqua Bank.
 - Social media
 - Business Plans
- HSU BUSINESS INTERN ORIENTATION FOR BUSINESSES—Rios missed it, it was last week.
- ✓ Farmers Market
- ✓ Action Items
 - Rios to add Strongs Creek Plaza grant request to November's board agenda, as there might be a conflict of interest by having Director Overholt vote.

FINANCIALS: Board meeting ran late, board did not get to review financials.

BOARD REPRESENTATIVE REPORTS:

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- At Large/Citywide (Debbie)
- Chamber of Commerce (Sara)
- City Council (Nico, Tami, City Manager)
- Downtown (Angi)
- Hospitality
- Redwood Village (Brian)

ACTION ITEMS DISCUSSED TODAY AND/OR NEXT AGENDA ITEMS:

- Rios is requesting all board members to be present at this mixer
- Rios will correct her letter regarding the HBBE, and send it out by November 4th. The board would like her to add her email address to the letter and, they would also like to add a button to the homepage
- Rios will cut a check to Strong's Creek Plaza
- Rios will cut a check to Redwood Village Shopping Center
- Rios will cut a check for \$500 to Fortuna Downtown
- Rios is to add a bullet point on how to close the bank account and how FBID will address the overdraft issues.
- City manager presented some grammar changes
- Rios will send Umpqua Bank a list of projects that FBID has discussed in the past, on ways to help our business community
- Rios will be on all three committees. As they all affect downtown and she will be the middle person. Rios will provide more information to the board, as it becomes available

ADJOURN: 4:25p.m.

Secretary Signature _____ Date _____