

# **FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING**

**November 4<sup>th</sup>, 2015 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 & Fortuna River Lodge**

**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.

<b>Board Members Scheduled to be Present</b>	<b>Others Scheduled to Attend</b>
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)	
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 October 7, 2015 regularly scheduled board meeting.

**BUSINESS:**

1. October Annual Meeting/Mixer
  - a. Recap
  - b. October Mixer
  - c. Things to do
2. **Home Based Business Expo**
  - a. Report on letters to Home Based Businesses
  - b. Is there interest from business owner?
  - c. Do we want to do it?
3. **Funding Request**
  - a. Strong's Creek Plaza Christmas Tree Funding request.
4. **FBID UPDATED Policy's**
  - a. Bank Account:  
Per boards request we added to the last draft. Board need to read and approve to move forward.
5. **Humboldt Ice Rink:** Update on what's new with Humboldt Ice Rink
6. **Grants**
  - a. Fortuna Business Improvement District and Umpqua Bank Street Clean up Team
  - b. US Bank Multicultural grant opportunities
7. **Workshops**
  - a. FBID to co-sponsor workshops with SBDC and the Humboldt Business Challenge in January, February & March 2016.
    - i. Business Modeling/concepts
    - ii. Goal Planning and Mind Mapping
    - iii. Gorilla Marketing
8. **Core Area Support**
  - a. Fortuna Downtown Merchants need support from FBID to get downtown businesses motivated to help with Core Area activities.

**COORDINATOR'S REPORT:**

Action 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 4<sup>th</sup>. 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

**FINANCIALS:**

**BOARD REPRESENTATIVE REPORTS:**

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

**ACTION ITEMS DISCUSSED TODAY AND/OR NEXT AGENDA ITEMS:**

**ADJOURN:**