

# FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday April 6, 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. Sara Overholt (Fortuna Chamber & Strong's Creek)	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. Melissa Collins; US Bank
5. Nico Kilmer (City Appointed - Chamber)	
	Absent Angi Caudill (Fortuna Downtown Merchants)

Opening: FBID meeting called to order at 3:08 by Vice President Rice. We welcomed Melissa Collins as a guest. Melissa sat in on the FBID meeting as she is considering applying to the FBID board.

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE: Treasurer Kilmer made a motion to approve the motion board minutes from April 6th with changes. Board Director Brian Gonzalez seconded the motion all board members in favor, motion passed.

BUSINESS:

1. Home Based Business Expo: The FBID board will continue to host the event on the first Sunday of March, Rios will contact the the River lodge to secure the date. The board would like to see a higher fee for non FBID members.
  - a. Recap
  - b. Feedback (Businesses, Board & Community), plans for the future!
2. Core Area Support: The FBID board missed the opportunity to host the Core Area on March 9th, due to no FBID board meeting. The board would like to see the meeting held twice a year instead of quarterly. June 8th is a good time to do it before the summer events. The board would like to see it prior to the holiday events as the second meeting. Rios will contact River Lodge to cancel Septembers meeting and change the Decembers meeting. The board feels a good time for these meetings to take place between 6 to 7:30pm. The Board would like Rios to like to bring this item back on the next agenda. Discussion was had regarding the structure of the meeting it will start off as mixer and go into a formal business meeting.
3. Fortuna Street Clean Team: Recapped the letter that Rios sent to Ferndale jewelers. Rios informed the board that Mellisa Collins from Us Bank applied for a grant to provide more supplies for the Fortuna Clean Team. We will find out soon if we received the grant.
  - a. Recap on February & March Event
  - b. Ferndale Jewelers Complaint
  - c. US Bank Grant for snack and additional supplies
4. Grant Request: Treasurer Kilmer made a motion to grant \$150 to River Life Foundation for the rental of the cook shack. City manager will look into event insurance to assist River Life with their event. The FBID insurance can only be used when FBID is hosting and running an event. President Thompson requested that Rios filter insurance request prior to coming to the board. President Thompson seconded the motion and all board members were in favor. Rios will fund the grant out of account #434. Regarding the Core Area Discretionary fund Treasurer Kilmer, President Thompson, and Rios will schedule a budget meeting to see if theres funding available. The HCCVB is requesting that Fortuna contribute to their annual budget through the Fortuna Chamber Tourism Marketing Committee. The Fortuna Lodging Alliance has agreed to match funds collected by T&M. Rios will contact T&M for a funding request to present to the board.
  - a. River Life Foundation
  - b. Is FBID planning a 2016-2017 Core Area Discretionary Fund?
    - i. Fortuna Downtown Merchants, (Directional signs)
    - ii. Strongs Creek Plaza (Christmas Tree & Decorations)
    - iii. Redwood Village (Apple Harvest Band)
5. Board Terms: President Thompson made a motion to change Director Caudill's representation from Fortuna Downtown to the Hospitality Representative. The hospitality term will end on June 30th 2016, leaving a one year term for Downtown. Rios will contact Caudill's to see if she is interested in fulfilling a two year term for hospitality starting July 1st. Treasurer Kilmer seconded the motion all board members in favor, motion passed. City wide representative Vice President Rice term ends on June 30th and she requested to fulfill one more two year term. Treasurer made a motion to reappoint Director Rice for a Two year term starting July 1st. President Thompson seconded the motion all board members in favors, motion passed. Rios will submit letters to City council to approve these appointments.
  - a. A request was made that Angi Caudil move back to hospitality, as she feels better suited and can better represent that industry. The board of directors needs to discuss the board seats and direct staff.
  - b. Rios is sending out over 200 letters to our Fortuna business owners seeking interest in serving on the FBID board.
    - i. OPEN Board Seat, Hospitality - Term Expires 6/30/2016
    - ii. Debbie Rice, City Wide At Large - Term Expires 6/30/2016
    - iii. Sara Overholt, Chamber of Commerce - Term Expires 6/30/2016
    - iv. Angi Caudil, Downtown - Term Expires 6/30/2017

