

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

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. 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 CORRESPONDENCE: Minutes for February 3, 2016 regularly scheduled board meeting. No minutes for March board meeting. The meeting was cancelled due to lack of quorum.

BUSINESS:

1. **Home Based Business Expo:**
 - a. Recap
 - b. Feedback (Businesses, Board & Community), plans for the future!
2. **Core Area Support:**
 - a. Computer - Quickbooks?
 - b. Financial overview
 - c. Creating a policy for cycling out annual volunteer positions. (treasurer, present, vice-present, secretary)
 - d. Dates booked at Monday Club: March 9th, June 8th, September 14th & December 21st (March cancelled)
3. **Fortuna Street Clean Team**
 - a. Recap on February & March Event
 - b. Ferndale Jewelers Complaint
 - c. US Bank Grant for snack and additional supplies
4. **Grant Request**
 - 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**
 - 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
 - v. Brian Gonzales, Redwood Village - Term Expires 6/30/2017
 - vi. Erica Thompson, City Wide At Large - Term Expires 6/30/2017
 - vii. Nico Kilmer, City Council - No Term
6. **FBID Planning for 2016-2017**
 - a. Each board Member provides their additions and deletions to previous work plan.
 - b. Board discussion on FBID Goals for 2016/17
 - c. Feedback on accomplishments: Rios will provide a list of accomplishment and would like the board to add or make changes to list provided regarding; Grants, Events, Businesses, Policies, Core Areas, etc.

Coordinators Report:

- Actions Items from 2/3/2016
- Businesses & City Update: City Cab, FBID Contract with City of Fortuna. FBID Assessment Increase & Changes
- Rios vacation - FBID office closed June 27th - July 8th

FINANCIALS: Budget planning/review for 2016/2017 & Humboldt Ice Rink: Update on financials

BOARD REPRESENTATIVE REPORTS:

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

ACTION ITEMS DISCUSSED TODAY AND/OR NEXT AGENDA ITEMS:

ADJOURN: