

# FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Wednesday, May 4, 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)	3. Cheyenne Moreno; FBID Administrative Assistant
5. Nico Kilmer (City Appointed - Chamber)	
6. Sara Overholt (Fortuna Chamber & Strong's Creek)	
7. Open Board Seat Hospitality	

Opening: Rios to welcome Cheyenne Moreno

## APPROVAL OF MINUTES & REVIEW CORRESPONDENCE:

Minutes for April 6, 2016, regularly scheduled board meeting.

## BUSINESS:

1. **Review for 2016/2017**
  - a. FBID Workplan & FBID Budget
    - i. Suggestion?
    - ii. Addition?
    - iii. Changes?
  - b. Review letter to City Council regarding the request to changes the FBID assessments structure.
  - c. Review letter to City Council to waive rental fee for the FBID office in order to continue to host the kids free movies.
2. **Core Area Support:**
  - a. Meeting at Fortuna Monday Club June 8th
    - i. Rios to send members an email and post card to invite them.
  - b. Meeting will be ran by the FBID Board,
  - c. Meeting/Mixer topics:
    - i. Open lines of communications in ways to support each other during the summer events.
    - ii. Networking Opportunity
    - iii. Advertising and Marketing cohesiveness
    - iv. Sharing Core Area Budget with each other as a way to share cost or ideas.
    - v. Annual Event Participation Pros and Con
3. **Grant Request**
  - a. Strongs Creek Plaza
    - i. \$1500.00 Core Area Discretionary Fund for Plaza Christmas Tree & Holiday Decorations
  - b. Fortuna Chamber of Commerce Tourism and Marketing
    - i. \$2500.00 funding request to be sent to the Humboldt County Convention of Visitors Bureau. Fortuna is being told they have to come up with funding to send to the HCCVB or our hotels will no longer benefit from exposure on their website. Funding will be pulled together from different Fortuna organization and then matched by the Fortuna Lodging Alliance. They are seeking up to \$12,500 to then be matched for a total of \$25,000.00 to be sent to the HCCVB.
4. **Fortuna Street Clean Team**
  - a. Recap on April Event
  - b. US Bank Grant for snack and additional supplies - Granted!
5. **Redwood Comedy Festival**
  - a. Update Press information
  - b. Update Website
  - c. Start seeking funding & Sponsors
  - d. Start recruiting Comedians
  - e. Insurance Questions
  - f. Budget
6. **Humboldt Ice Rink**
  - a. FBID to run the Rink from November 13-January 8
    - i. FBID will be provided funding to help cover office help
    - ii. Review financials and budget
  - b. Board of Equation

## Coordinators Report:

- Actions Items from 4.6.2016
- Rios vacation - FBID office closed June 27<sup>th</sup> - July 8<sup>th</sup>

## FINANCIALS:

## BOARD REPRESENTATIVE REPORTS:

- 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:

**ADJOURN:**