

MINUTES

Fortuna Business Improvement District Twice a year Core Area Board Meeting Wednesday June 8, 2016 at 6:00p.m. @ FORTUNA MONDAY CLUB

Board Members Present	Others Attending
1. Erica Thompson (City Wide/Home Based/Chamber)	1. Dianna Rios; Coordinator
2 Debbie Rice (City Wide)	2. Cheyenne Moreno; FBID Administrative Assistant
3. Nico Kilmer (City Appointed – Chamber)	3. Skylar Barnes; Summer Assistant
4. Sara Overholt (Fortuna Chamber & Strong's Creek)	4. Terri Pontes; FBID CPA (Downtown Business Owner)
	5. Nicole Genaro; (Strong's Creek Plaza Business Owner)
	6. Becky Calom; (Strong's Creek Plaza Business Owner)
	7. Kevin Johnson; (Manager of Beverage Plus)
5. Absent- Angi Caudill (Fortuna Downtown Merchants)	8. Ramona Ojala; (Business Owner of Loving Hands)
6. Brian Gon- Known Absent	Known absent- Regan Candelario; Fortuna City Manager
	Absent- Tami Trent; City Council Liaison

Opening:

Core Area meeting called to order at 6:30 by President Thompson.

BUSINESS:

1. 6:30 to 6:45 Recap on FBID:
 - a. Who is FBID?
 - b. What do we do with our funding?
 - c. What does core area mean?
 - d. What does each core area do with their funds?

FBID provided the current Workplan and Financials to explain what FBID is to the community. Rios did a recap on how the Core Areas are funded. Rios also explained Core Area activities and how the Core Areas run to provide information to the businesses present that were unaware.

2. 6:45 to 7:10 Core Area Support:
 - a. Fortuna Downtown merchants, what support do you need from FBID
 - b. Redwood Village, what support do you need from FBID?
 - c. Strong's Creek, what support do you need from FBID?
 - i. Advertising and Marketing cohesiveness
 - ii. Sharing Core Area Budget with each other as a way to share cost or ideas.
 - iii. Annual Event Participation Pros and Con

All business present requested FBID to help support them in all events. For example: They would like the Kidnap Tourist parade to come all the way down to Strong's Creek Plaza. SCP would like to be more included in the lighted parade. They feel FBID can advocate for the Core Area to the committees hosting the parade. All Core Areas would like transportation to each other's centers to create a cohesive event (all events can be cohesive). Ramona suggested that in upcoming events, use a stamp cards, raffle tickets, or punch book as a way to encourage people to stop at their locations. Possibly incorporate the people mover more.

3. 7:10 to 7:20 Cohesive Advertising:
 - a. Fortuna downtown merchants would you be willing to promote events and or Core Areas two days of the week? For example: Monday and Tuesday?
 - b. Redwood Village would you be willing to promote events and or Core Areas two days of the week? For example: Tuesday and Wednesday?
 - c. Strong's Creek Plaza would you be willing to promote events and or Core Areas two days of the week? For example: Friday and Saturday?

Just a discussion item, really needed more people to have an input.

4. Other things discussed at this meeting: **Nicole discussed a possible change in the route for the Kidnap Tourist. Possibly changing the date and time of this meeting as it was poorly attended due to the last week of school. Ramona would like to do some kind of Health and Wellness fair in the City of Fortuna and would love all Core Areas to Support it.**

7:10 to 7:25 FINANCIALS: **Financials were provided.**

BOARD REPRESENTATIVE REPORTS: **NO BOARD REPORTS**

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| <ul style="list-style-type: none"> • At Large/Citywide (Debbie) • Chamber of Commerce (Sara) • City Council (Nico, Tami, City Manager) | <ul style="list-style-type: none"> • Downtown (Angi) • Hospitality • Redwood Village (Jared and Amy Mendes) |
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ADJOURN: **7:34pm**

Secretary Signature _____ Date _____