

FORTUNA BUSINESS IMPROVEMENT DISTRICT Twice a year Core Area Meeting

Wednesday, June 8, 2016 6 PM @ 610 Main Street Fortuna Monday Club

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 FBID Board MEETINGS SCHEDULED THE FIRST WEDNESDAY OF EVERY MONTH AT 3PM @ City Hall

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	Members 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)	4. Cheyenne Moreno; FBID Administrative Assistant
5. Nico Kilmer (City Appointed - Chamber)	5. Fortuna Downtown Association Businesses
6. Sara Overholt (Fortuna Chamber & Strong's Creek)	6. Redwood Village Association Businesses
7. Open Board Seat Hospitality	7. Strong's Creek Association Businesses

6pm to 6:30pm **Opening: Mixer Style, Appetizers, Drinks, And Business Networking**

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?

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

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 would you be willing to promote events and or Core Areas two days of the week? For example: Friday and Saturday.

7:20 to 7:25 **FINANCIALS:** Each Core Area is required to submit an annual budget to the FBID this information will be used as a public document to inform other businesses in the Core area to where FBID funds are spent.

7:25 to 7:30 Your core area representatives should be in the loop about all the activities, promotions, expenses, and concerns in your area. BOARD REPRESENTATIVE:

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

ADJOURN:

Next meeting scheduled for December 7th, 6PM @ the Fortuna Monday Club