

MINUTES

Fortuna Business Improvement District Special Board Meeting Tuesday June 7, 2016 3:00PM @ Fortuna Monday Club

The FBID Board of Directors is a non-political entity committed to be strengthening of Fortuna’s business community. Fortuna Business Improvement District Board meetings are open and public under California’s laq. The agenda is posted in 3 public places: Chamber of Commerce, Fortuna Monday Club & City Hall 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 business and provision of effective public relations, advertising and information services.

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. Zanna Majerle; Living Oasis Healing Studio
4. Sara Overholt (Fortuna Chamber & Strong’s Creek)	4. Joyce Thurman; Redwood thrift
	5. Heidi Kitchen; Bigfoot Recycled Treasures
Absent- Angi Caudill (Fortuna Downtown Merchants)	Absent- Regan Candelario; Fortuna City Manager
Absent- Brian Gonzalez	Absent- Tami Trent; City Council Liaison

Opening:

Board meeting called to order at 3:07 by President Thompson.

Approval of Minutes & Review Correspondence: **Thompson made a motion to approve minutes from Wednesday, May 4h. Sara seconded that motion, board members all in favor. Motion passed.**

BUSINESS:

1. Core Area Support:
 - a. Review agenda
 - b. Delegate agenda to FBID board members as this will be ran as a regular meeting.
 - c. Meeting June 8th at the Monday Club 6 PM to 7:30 PM

President Thompson requested that Rios will kick off meeting for FBID and explain how the Core Areas were formed, Rios will also explain the workplan and what it is and why we do it.

2. Grant Request:
 - a. Strongs Creek Plaza
 - i. \$2500.00 Core Area Discretionary Fund for Plaza Christmas Tree & Holiday Decorations.
The tree-\$2300, Lights-\$200, Choir-\$50, Décor-\$200
The request is to come out of the \$2500 Core Area discretionary fund for 2016-2017
 - b. Women’s entrepreneurs convention
 - i. \$2000.00 New event funding request to FBID this event would like to oversee the project and provide insurance of FBID 514 as well as provide seed money.
 - c. Redwood Village
 - i. Brian would like to request funding for music for rodeo out of this year’s 2015-2016 discretionary Core Area fund. The amount requested is \$400 and he would like to know as soon as possible so he can book a band.

Debbie made a motion on giving a \$1000.00 grant to Strongs Creek Plaza. President Thompson seconded that motion, board members all in favor. Motion passed.

Debbie motioned that FBID oversee the Eel River Valley Women’s Business Expo as a fiscal agency FBID will also cover insurance and open a bank account with Rios and possible funding for three years. FBID will work to find where to find the funds. Nico Kilmer seconded that motion, all board members in favor motion passed.

Brian Gonzalez requested \$400 to be paid out of the discretionary fund for 2015-2016. He would like to book a band for Rodeo but is going over the money they have allotted for the event. Nico Kilmer

made a motion for \$400 to be paid out of the discretionary fund. Sara Overholt seconded that motion, board members all in favor motion passed.

3. Board member appointments:

a. Thank you Sara for serving on FBID board and representing the Chamber of Commerce. The board has an application to review and approve the appointment from the Fortuna Chamber of Commerce, Mellissa Collins. If the Board approves this appointment Rios will send the letter attached to City Council.

b. Angi Caudill's term as Downtown Merchant representative on June 30th, 2017. At last the board requested based on Angi request to move her from downtown to Hospitality. Rios has not moved her as she may not be able to continue to serve on the FBID board. Rios has provided an application from Sara Chapman of Corner Stone Reality to represent the Downtown Merchants on the FBID board with the assumption that Angi will be leaving the board or switching to Hospitality.

Sarah Chapman will be serving a one year term on the FBID board representing the Fortuna Downtown Merchants replacing Angi Caudill. Mrs. Chapman's term would end June 30, 2017. President Thompson made a motion to appoint Sarah on the FBID board. Nico Kilmer seconded that motion, board members all in favor. Motion passed. Regarding the letter for Mrs. Chapman to the City Council, Rios will make the changes.

President Thompson made a motion to appoint Collins to serve on the FBID board representing the Chamber of Commerce and a representative for the Downtown Merchants. Debbie seconded that motion, board members all in favor. Motion passed. Melissa Collin's will be serving a two year term on the FBID board representing the Chamber of Commerce. Melissa is the branch manager of the US Bank on L Street in Fortuna. She has been a part of our community since 2009. Collin's will also double as an additional representative for the Downtown Merchants.

President Thompson made a motion to appoint Sara Overholt to represent Hospitality and Strongs Creek Plaza. Debbie seconded that motion, board members all in favor motion passed.

4. Redwood Comedy Festival

- a. Update Press information
- b. Update Website
- c. Start seeking funding & Sponsors
- d. Start recruiting Comedians
- e. Insurance Questions
- f. Approve Budget

The board discussed changing the two day event to a one day event for Friday January 27, 2017. Doors would open at 8pm; 8:00 to 8:30 game show; 8:30 to 11pm (give or take); 11pm to 1am After Party. The price for soda/water/juice would be -\$3.00; Beer and wine- \$5.00; Cocktails-\$6.00. There was no motion in order at this time.

5. Humboldt Ice Rink

- a. FBID to run the Rink from November 13-January 8th
 - i. FBID will be provided funding to help cover office help
 - ii. Review financials and budget
- b. Board of Equation

No updates on Ice Rink.

Coordinators Report:

- Action items from 5.4.16
- Rios vacation- FBID Office will be closed June 27th- July 8th

Office will be open June 27th- July 8th. Cheyenne Moreno and Skylar Barnes will be running office while Rios is on vacation.

Financials:

Board to review documents Rios submitted to the City of Fortuna on behalf of them regarding on FBID structure change.

No Reports

BOARD REPRESENTATIVE REPORTS: No Report for members, Rios Husband was in accident.

- 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:

Next Board meeting scheduled for July 30th, 2016

ADJOURN: 4:38pm

Secretary Signature _____ Date _____