

MINUTES

Fortuna Business Improvement District
Wednesday, January 4, 2012 8:00 A.M. City Hall

BOARD MEMBERS PRESENT

Elan Puno, Kevin Johnson, Ivan Brownell, Jeana McClendon
Annette Stainbrook, Nico Kilmer, Dan Weber

ALSO PRESENT

Dianna Crow: FBID Coordinator
Mike Losey; Council Liaison

OPENING

- Meeting called to order by President Puno at 12.22pm

APPROVAL OF MINUTES

- Director Brownell made a motion to approve the minutes for December 7, 2011 with no changes. Director Johnson seconded the motion – all in favor, minutes approved!

ACTION ITEM FROM LAST MEETING TO REVIEW

- Crow will email the Board Directors a reminder to send examples of experiences they have had with city hall.
 - Director Brownell will put family experience with City Hall and the Parking lot incident in writing and send it to Crow at the FBID office/email. **In progress**
 - Crow will put together a list of businesses that have complained that Fortuna should Shop Fortuna First when they can. **In progress**
- Crow will work on setting up a meeting with the City Manager, the Chamber CEO, FBID board president, Vice president, FBID Executive Director & Core Area Representatives, County Representatives and some representatives from Southern Humboldt on homeless issue. **City Council Liaison and FBID board would like to put off having any meeting for a least a month. Crow, FBID board and council liaison can continue to do research on the homeless issue, but for not hold off on a meeting.**
- Crow will bring copies of the business license list at the next meeting and they will give the board copies before the Board Blitz! **Crows report, list are here today and are business item number 2 on today's agenda.**
- Crow will contact SBDC about scheduling some FBID seminars for 2012 – **In progress**

BUSINESS

- Fortuna Downtown Signage – City of Fortuna email regarding sandwich signs. **Crow updated the FBID board of the email and concerns from the City of Fortuna Planning Department. President Puno would like Crow to contact Los Gatos and find out what their liability issues were.**
- Business license list review and split up between board members for FBID Board Blitz. **FBID board will wait to split up the list until the board is all present.**
- Homeless Fortuna – New ideas? **No new ideas at this time. FBID directors, staff and council liaison will continue to do research on our options to help end or stop Fortuna's going homeless problem.**

COORDINATOR'S REPORT

- Hospitality Report
 - **Karina from Holiday Inn Express is going to try to attend our monthly to give a report on the hotel industry.**
- Shop Fortuna for the Holidays
 - **We were able to track over \$50,000 in receipts.**
- CA Downtown Association Conference
 - **No new report at this time will have something new to report at the next meeting.**

FINANCIALS

- **No financials at this meeting**

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BOARD REPRESENTATIVE REPORTS

At Large/Citywide (Elan and Ivan) – No Report

Chamber of Commerce (Dan) – Director Webber called Crow today; he is going to work with the Chamber of Commerce board on appointing someone else from their board to fill his seat. Webber will email Crow and letter of resignation and work with the Chamber Board.

Weekly Chamber Meetings Noon (Lunch \$10 optional) at 610 Main Street, Monday Club

Council Liaison (Nico & Mike) - No Report, other than City Manager contact is still not signed and they are not in negotiation at this time.

Council regularly scheduled meeting First and Third Monday's 6pm at City Hall

Downtown (Kevin) – No Report

Monthly meetings fourth Wednesday 8:30 a.m. - 9:30 a.m. at City Hall

Hospitality/Strong's Creek Plaza (Jeana) – No Report

Strong's Creek Monthly Meeting is the last Monday 6:00 p.m. at KiDLiCiouS

Redwood Village (Annette) – Redwood Village board seat is now open as Director sent an email last night to Coordinator Crow with her resignation. Crow will work with current Redwood Village President Debby Miller on who she thinks would be good to server on the FBID board. Her mother Joly Rose was interested a few years back; maybe either Debby or Joly would be interested?

ACTION ITEMS:

- **Board applications to fill Redwood Village Seat and Chamber of Commerce Seat.**
- **Business license list review and split up between board members for FBID Board Blitz**
- **Crow will email the Board Directors a reminder to send examples of experiences they have had with city hall.**
- **Crow to contact Los Gatos and find out what their liability issues were.**

ADJOURN

President Puno adjourned the meeting at 1:08pm