

# FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, January 11th, 2017 3:00 PM @ City Hall

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
Erica Thompson (City Wide/Home Based/Chamber)	1. Dianna Rios; Coordinator
Brian Gonzalez (Redwood Village)	2. Tiara Brown; City Council Liaison
Melissa Collins (Fortuna Chamber of Commerce)	
Sara Overholt (Hospitality, Strongs Creek)	
	Sarah Chapman (Fortuna Downtown) Absent
	Nico Kilmer (City Appointed) Absent

Opening: FBID meeting called to order at 3:01pm by President Thompson.

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE: Approval of Minutes from 11/2/2016 & 12/7/2016 Rios did not provide minutes for November or December board meeting due to lack of time and will provide them at the February board meeting.

Rios removed on accident the board reports section to the agenda however, we will skip it at this time to move along the meeting. Director Gonzalez did recap that he would like more participation with the lighted parade, however he did enjoy having the bounce house inside the old Dollar Store to create their own open house. Melissa Collins reported that FBID has been booked for the Chamber mixer in November of 2017.

## BUSINESS:

1) Humboldt Ice Rink Oversight Rios provided incomplete financials for the Humboldt Ice Rink. The Humboldt Ice Rink still have income to receive as well as expenses to pay including reimbursement to FBID. Based off of the dollar amounts accounted for, the Ice Rink had 14,830 skaters paid for through the gate not including school skate. The Rink has yet to receive a check from the Lodging Alliance as well as the McClean Foundation. We also have not sent payment to volunteer groups from the month of December or January. Rios hopes to have better financials at the February meeting.

- 1) Discussion and Recap on project
- 2) Staff and or Board concerns
- 3) Financial Overview

2) Redwood Comedy Festival Rios provided an update on the Comedy Festival and a recap of what the budget would look like. The event is scheduled to take place on January 27th and Rios needs all board members to participate. Board member Collins has offered to work the bar with President Thompson. Rios will work with Amanda to get the liquor license. Staff has booked all hotel rooms, comedians, advertising and the next step is shopping for the bar and decorations. We are confident the event will be a success and we need it to make money.

- 1) Project update;
  - 1) Comedian update
  - 2) Budget update
  - 3) Task for event day and delegate

3) Fortuna Clean Team - Wrap up and last event January 28th Rios is still planning on January 28th as the final Fortuna Clean Team event. The plan is to still have FFA participate as well as getting Umpqua Bank on board. If it's possible, Rios would like all board members to participate.

- 1) FFA invite
- 2) Umpqua Bank Invite
- 3) Media Push
- 4) All Board members present, if possible.

4) March events; Home Based Business Expo and SHE Women in business event This year, FBID will focus advertising on shopping at the expo, providing a nice program and we will not do announcements during the event. Rios will work with staff on sending out applications, getting vendors and working on promotions.

- 1) Upcoming events to discuss and start planning.
  - 1) Input and ideas from the board are welcomed.

5) Board Evaluation; Dianna Rios, Executive Director has not had an evaluation in a few years and would like the board to give her an evaluation. The board will be given a packet to take home and fill out. The packet will be due back to President Thompson by Friday, January 27th. President Thompson will give Dianna her evaluation following the regularly scheduled meeting on February 1st. Rios provided board with packets to give to President Thompson for her board review. The last evaluation Rios had was in 2012 and with the board change she would like to get feedback from current board members on how she's doing and what can be changed to make FBID more successful.

## Coordinators Report:

1. FBID Office
2. RECAP Holiday Events Rios recapped on the attendance at Kids Free Movies, participation with the Shop Fortuna for the Holidays contest and Rios will bring that information back at the next meeting.

1. Kids Free Movie
2. Shop Fortuna for the Holidays
3. Holiday Ads and Promotions

**FINANCIALS:** Review financials Rios needs to reimburse Zanna Majerie the \$200 she put down on the River Lodge. Rios will have a meeting with Zanna and the women on her committee to discuss the future event. FBID needs to be reimbursed from the Humboldt Ice Rink, it will be done soon. Rios needs to meet with Treasurer Kilmer to find out what is going on with the FBID budget and quickbooks.

**Meeting Adjourned at 3:57pm by President Thompson.**