

# FORTUNA BUSINESS IMPROVEMENT DISTRICT Board Meeting

Time: December, 15 2020 04:00 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/85416514598?pwd=ejl4ZkFSbTMvU0FjTlFFYW10UHlsQT09>

Meeting ID 854 1651 4598

Passcode: FortunaBID

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.

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 informational services.

**NORMAL MEETINGS SCHEDULED THE Third TUESDAY OF EVERY MONTH AT 2 pm**

## Board Members scheduled to be present:

1. Brian Gonzalez (Fortuna Downtown Merchants)
2. Bailey Davy (Fortuna Chamber)
3. Erica Thompson (City Wide/At Large)
4. Jasmijn Kozlowski (City Wide /At Large)
5. Ashley Mitchel (Hospitality)
6. Mark Seitz (City Appointed)
7. Matt Casagrande (Redwood Village Shopping Center)

## Others scheduled to attend:

1. Josh Miraglia; FBID Board Alternate
2. Dianna Rios; FBID Executive Director
3. Berny McKenna; FBID Assistant
4. Jeremy Stanfield; City Council Liaison
5. Aaron Felmlee; City of Fortuna, Finance Director
6. Merritt Perry; City of Fortuna, City Manager

**4:00 P.M. Board meeting called to order by:** Congratulate & welcome new Board Members Ashley Mitchel & Jasmijn Kozlowski

**4:05 - 4:25 P.M. Presentation: City of Fortuna Finance Director will give a presentation to the FBID board on how COVID is effecting the City of Fortuna budget and business community.**

**4:25 P.M. Minutes:** Review and approve the November 17, 2020

**4:27 P.M. FINANCIALS:** Review Financials

## BUSINESS:

**4:30 P.M.**

### 1) HLA Grant Analytics and report on FBID's first giveaway report

Staff will give a report on the first month run of ads, out of the area, to show how grant funding is being used and who it is reaching. This will include a report related to facebook, google ads and website traffic. No action

**4:40 P.M.**

### 2) COVID Business Support for Fortuna Business owners

FBID has been approached to assist businesses with applying for grants, specific to the five hundred million grant dollars going to be released by the State of California moving forward into the next round of business shutdowns. Is this the direction the FBID board would like staff to do, to assist businesses in applying for COVID related grants? If so, would the board be willing to assist staff in helping businesses apply for grant funding? Should the FBID schedule a Fortuna business zoom class to help businesses applying for the California covid business grants? This may be a tool to assist businesses that can do the grant application on their own, and we can hire SBDC to host the workshop if they are available? Action is required

**4:50 P.M.**

### 3) Monday Club Mural

FBID has been approached by Jack Nobel to give a donation of river rock to FBID and the City of Fortuna. He would like to donate it with the purpose of it to be used along with a mural on the Monday Club stairwell. Staff has reached out to the City Parks and Rec Director to see if this project is something that would be approved. Parks and Rec would be willing to accept this project, if this is something FBID would be willing to take the lead on. FBID would be required to find an artist, mock a design, get city approval, find funding related to the cost associated with the design and implementation and installation of the mural. Action is required

**5:00 P.M. COORDINATORS REPORT:**

**Kids Free Movies - 45 x \$40 cards - bought in Fortuna**

**Shop Fortuna for the holidays, update on community responds**

**Monday Club Holiday Dazzle - Thank you Jasmijn & FBID donated the \$200 worth of gift cards to the Chamber!**

**FBID Audit in January 2021, Rios needs to find out the cost associated with the Audit and if it can be paid out of the 2021-2022 assessments.**

**FBID, Chamber & City of Fortuna Meeting not scheduled at this time.**

**New Banners for downtown Fortuna - Update**

**The Annual Meeting is up on site, please review and let us know if anything is missing, and we can add or edit the video at the pleasure of the board!**

**FBID Board Seat by law or municipal code change with the City of Fortuna to add the alternate board seat position.**

**Rios recommends doing this after January when we can talk about the City Contract.**

**5:15 P.M. BOARD REPRESENTATIVE REPORTS:**

At Large/Citywide (Erica)

At Large/Citywide (Jasmijn)

Chamber of Commerce (Bailey)

City Council (Mark, Jeremy & Merritt)

Downtown (Brian)

Hospitality (Ashley)

Redwood Village (Matt) Recap on Redwood Village Al Gray Lighted Parade

ADJOURN: \_\_\_\_\_ Next meeting (Day & Time) \_\_\_\_\_

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