

## FORTUNA BUSINESS IMPROVEMENT DISTRICT Board Meeting

Time: **November 17, 2020 04:00** PM Pacific Time (US and Canada)

**Join Zoom Meeting**

<https://us02web.zoom.us/j/84700714314?pwd=dE1kVVlQNGlZVlZKeDBUMUxQS0VTdz09>

Meeting ID: 847 0071 4314

Passcode: FBID610

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 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. Josh Miraglia (City Wide /At Large)
5. OPEN (Hospitality)
6. Mark Seitz (City Appointed)
7. Matt Casagrande (Redwood Village Shopping Center)

#### **Others scheduled to attend:**

1. Dianna Rios; FBID Executive Director
2. Berny McKenna; FBID Assistant
3. Allison Stanfield; FBID Staff
4. Jeremy Stanfield; City Council Liaison
5. Merritt Perry; City of Fortuna, City Manager
6. Ashley Mitchell; Prospective FBID Board Member
7. Jasmijn Kozlowski; Prospective FBID Board Member

#### **Board meeting called to order by:**

#### **Minutes: June & September 2020**

**FINANCIALS:** Review Financials, FBID CPA is relocating and FBID will switch CPA service to Shan Grundman at Demello, McAuley, McReynolds and Holland in the Strongs Creek Plaza. FBID preparing for FBID Audit for January 2021 required by City of Fortuna.

#### **BOARD REPRESENTATIVE REPORTS:**

- At Large/Citywide (Erica)
- At Large/Citywide (Josh)
- Chamber of Commerce (Bailey)
- City Council (Mark, Jeremy & Merritt)
- Downtown (Brian)
- Hospitality (OPEN)
- Redwood Village (Matt)

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### BUSINESS:

- 1) **FBID Board Members City Wide/ At Large Seat & Hospitality Board Seat Open: Replacement for Board Member Josh Miraglia starting January 2021 & Hospitality board appointment open now**
  - i) Review two FBID board application submitted via FortunaBusiness.com for Ashley Mitchell & Jasmijn Kozlowski
  - ii) Review board obligations and responsibilities.
- 2) **FBID Annual Meeting**
  - i) This year the annual report will be recorded and posted on the FBID website by 11/25/2020 to give an overview of our 2019-2020 accomplishment and a brief forecast for our plans for 2020-2021.
    - (a) FBID staff has created a talking point list of things to cover.
      - (i) The FBID board can add additional talking point and be featured in the videos if they would like.
      - (ii) Business Owners can ask FBID questions
- 3) **Humboldt's Best Companies**
  - i) Humboldt County Economic Development (GoHumCo) & North Coast Journal (NCJ) are launching a Humboldt's Best Companies to work for campaign for employment recruitment and business recognition.
    - (1) FBID and other organizations are working in a partnership with GoHumCo, and the NJC on this exciting new promotion. Over the past few months, they've worked hard virtually to be able to offer this opportunity to our business community in Humboldt. The most important part of this promotion is informing the business owners that this is a free tool for them. This is possibly free positive advertising with massive community benefits and this is not just another voting competition. Business nominations end on November 27, 2020 [www.thehumboldtsbest.com](http://www.thehumboldtsbest.com) is the main site for this promotion.
      - (a) FBID Board members are asked to please work with your representative areas of town to help spread the word to our Fortuna businesses.
- 4) **Kids Free Movies**
  - i) FBID plans to give away approximately 50 x \$40 gift certificates (value for 2 adults and 2 kids) to Fortuna Theater. Kids free movie was a way for members to get out in the community, shop local for the holidays and get movie passes as a thank you for doing business in town.
    - (1) Community members will be able to enter to win movie gift certificates at our roving holiday boxes at local businesses. We will ask community members to visit the local business hosting the box and then ask the business to also promote that they have it for a few days to drive traffics... after a few days the box will move to another business!! This give away is thanks to the City of Fortuna and the Fortuna Business Improvement District in leu of our rent!
      - (2) The balance of the rent equaling \$400 will be used for promotion and material for the give away!
        - (a) Staff is seeking approval.
  - 5) **Redwood Village Host the Al Gray Electric Lighted Parade:**
    - i) FBID staff will be assisting the Redwood Village Merchants with the parade, purchasing giveaways, judging, promotion.
      - (1) Staff is seeking FBID Board members to be judges to help with the fairness of the awards.
      - (2) Staff will be utilizing Redwood Village funds to cover the expense of the event. Local small businesses in the shopping center will host the space for our staging, awards, coffee, and judging.

### COORDINATORS REPORT:

1. FBID staff will present a recap of the marketing plan, materials and update on the analytics at our 3 week mark and on 11/20 we will be drawing our first give away!
2. Street Light Pole Flags - New flags for the street light poles have been ordered thanks to feedback from Fortuna Downtown Business owners and community members.
3. Newsletter
4. City of Fortuna Meeting – Police Chief and City Manger

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