

FORTUNA BUSINESS IMPROVEMENT DISTRICT Regular Board Meeting MINUTES Tuesday, March 19, 2019 2:00pm @ Fortuna Monday Club, Fortuna Ca

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 2PM

Board Members scheduled to be present:

1. Brian Gonzalez (Fortuna Downtown Merchants)
2. Danny Kelley (Fortuna Chamber)
3. Erica Thompson (City Wide/At Large)
4. Josh Miraglia (City Wide /At Large)
5. Kalynn Dolcini (Hospitality)

Absent - Nico Kilmer (City Appointed) - Nico Resigned on March 18, 2019 via email.

7. Cara Shepherd (Redwood Village Shopping Center) - Cara was home sick.

Others scheduled to attend

1. Dianna Rios; FBID Executive Director
2. Jeremy Stanfield; City Council Liaison
3. Merrit Perry, City of Fortuna - City Manager
4. Mike Woyak, Fortuna Chamber Leadership Eight

Board meeting called to order by: President Thompson called the meeting to order at 2:02pm. All that attended were welcomed and we went around the table to introduce ourselves.

Minutes:

Board member Danny Kelly made a motion to approve the minutes from February 19, 2019, President Thompson seconded the motion. All board member in favor and the motion passed.

BOARD REPRESENTATIVE REPORTS:

At Large/Citywide (Erica) - HBBE was a success, the businesses were happy and sells seemed to be great! The HSU intern did a survey with the businesses but he is on spring break, so that information will come to the board soon.

At Large/Citywide (Josh) - No Report

Chamber of Commerce (Danny)- Danny is leaving the Chamber board so he resigned from the FBID board effective today. This will be his last meeting and the Chamber Board will need to find his replacement. He did report that; Chamber dinner was down in dollars raised, Leadership 8 is meeting in full force. Danny offered to help FBID with planning for the future work-plan and understanding the survey information collected. Rios will work with Danny on scheduling the workshops for the board and our members.

City Council (Nico & Jeremy) - Nico resigned. The City will need to find a business or business person to serve on the FBID board. Rios will work with City Hall to get that notice to council and the community. Jeremy and Merritt reported that we still have openings on the Planning Commission (two meetings a month with a 4 year term), Measure E & the Parks & Rec Commission. The City has been actively been seeking bodies to fill all the openings and they will add FBID to the list. Parks and Rec

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.

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have some exciting projects in the work. The Need exchange program is going for its first reading and it will be a one for one exchange.

Downtown (Brian) - Volunteers for Downtown and dimensioning as we are getting lower and lower attendance. The City and a couple downtown merchants are working on bringing the Street banners back. There is talk about new holiday decoration as well as new directional signs, promoting businesses. City Wide Yard Sale will be the next Downtown event in June.

Hospitality (Kalynn) - No report.

Redwood Village (Cara) - No report - home sick.

FINANCIALS:

The board would like to send Nico a plant and card as a thank you for 16+ years service to the FBID Board and our Fortuna Community. Rios will work on that! Jeremy said the City can do a proclamation or some kind of recognition for Nico as well and the City will work on it.

President Thompson made a motion to appoint board member Josh Miraglia as our new treasure and new check signer to replace Nico Kilmer. Board member Dolcini seconded the motion and all board member in favor motion passed. Rios will work with the Umpqua to take Nico off the bank account and add Josh.

Rios is still waiting on our CPA to send back the quickbooks to make the adjustment requested in previous meeting.

BUSINESS:

1. Home Base Business Expo

Recap - About 67 people attended the event as guest and 20+ with their booths. The attendance was great compared to years past and having it the Monday we were able to cut back on our cost.

Action - Keep HBBE at Monday for at least one more year & add the event time to the banner so people know when to attend! Get the information from HSU and consider the feedback from vendors while planning the 2020 event!

2. Member Surveys - Table this item at this time.

Review -

Discuss

3. Cannabis Survey - Table this item at this time.

Review

Discuss

4. 2019-2020 Workplan

Review - Rios will make some adjustment to the workplan after a membership input and surveys review workshop with Danny Kelly. The Board will be looking the Mission State to see what we are doing in our workplan to meet our goals. We will look at Membership surveys to see if the workplan is meeting the members needs based on the surveys.

COORDINATORS REPORT: No report.

ADJOURN: 2:58pm

Next meeting (Day & Time): April 16, 2019 @ 2pm & Plus - Rios will work with Danny Kelly on scheduling at the workshop!

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