

FORTUNA BUSINESS IMPROVEMENT DISTRICT Board Meeting

Time: **Oct 27, 2020 04:00** PM Pacific Time (US and Canada) **Join Zoom Meeting**
<https://us02web.zoom.us/j/86953562260?pwd=Q2tMUXM4R0dNMFM0MHhoWFhhd3FEQT09>

Meeting ID: 869 5356 2260
Passcode: **FBID2020**

PHONE Meeting ID: 869 5356 2260
Passcode: 65061443

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. Jeremy Stanfield; City Council Liaison
4. Merritt Perry; City of Fortuna, City Manager

Board meeting called to order by:

Minutes: **June & September 2020**

FINANCIALS: Review Financials

BOARD REPRESENTATIVE REPORTS:

- 1) At Large/Citywide (Erica)
- 2) At Large/Citywide (Josh)
- 3) Chamber of Commerce (Bailey)
- 4) City Council (Mark, Jeremy & Merritt)
 - Trick or Treat Downtown and Trunk or Treat has been canceled for downtown merchants. Those who want to can hand out candy, but
- 5) Downtown (Brian)
 - Trick or Treat Downtown and Trunk or Treat has been canceled for downtown merchants. Those who want to can hand out candy, but as an association, we will not be promoted as a community event.
 - Winter Events - We are canceling the Holiday Open House, but we will emphasize the Small Business Saturday event (11/28) with the potential to add additional dates through December. In December, we will try to have a featured appearance from Santa, the Grinch, and maybe a Snowman or Snoopy to encourage traffic (these appearances would walk around, not be seated in one location).
 - New officers running Downtown Association.
- 6) Hospitality (OPEN) Please see business item one to get a hospitality report.
- 7) Redwood Village (Matt)
 1. NO EVENT DOWNTOWN THE NIGHT OF THE Lighted Parade - Redwood Village is working out the details on how to pull off the lighted parade, but there is not an event downtown that will coincide with the parade. THE PARADE WILL NOT STOP downtown!

FORTUNA BUSINESS IMPROVEMENT DISTRICT Board Meeting

Time: **Oct 27, 2020 04:00** PM Pacific Time (US and Canada) **Join Zoom Meeting**
<https://us02web.zoom.us/j/86953562260?pwd=Q2tMUXM4R0dNMFM0MHh0WFhhd3FEQT09>

Meeting ID: 869 5356 2260
Passcode: **FBID2020**

PHONE Meeting ID: 869 5356 2260
Passcode: 65061443

BUSINESS:

- 1) Humboldt Lodging Alliance (HLA) grant recap and briefing to FBID Board regarding; website, marketing, give aways, banners, photo authorization, staff, etc.
 - a) FBID board needs to approve the Street Light Flag concepts for generic banners for downtown Fortuna & Rohner Park.
- 2) 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.
 - a) 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 is the main site for this promotion. FBID Board members are asked to please work with your representative areas of town to help spread the word to our Fortuna businesses.
- 3) Humboldt Made Pop Up Shop: FBID Staff would like the FBID board to consider hosting as Shop Local, Shop Humboldt booth this holiday season. It will utilize an empty storefront to showcase and sell locally made products. This shop could offer local crafters a space to sell goods, as many home-based businesses will not attend fairs this year due to Covid. This could also be a weekly event (in December) that FBID could offer space to for our Home Based Businesses to replace the FBID Home Based Business Expo in March.
 - a) Board needs to make a decision and set a budget if moving forward.
- 4) Kids Free Movies: Staff will present what the Fortuna Theater can allow for the 2020 Kids Free Movie on December 19, 2020. Which includes; One Child and One Parent with two seats in between, with a max attendance of 177 total adult and child head count.
 - a) What would the FBID board like to do?
 - i) If you skip this year, would we cut a check to the City of Fortuna for \$2400 for FBID office rent?
 - ii) If we move forward with at new idea, will the city approve it, in exchange for FBID office rent?

COORDINATORS REPORT:

1. The Chamber fall scavenger hunt ran from Oct 2-9, FBID added a wide variety of locations to be included adding more industries, main street locations, shopping centers and hospitality businesses.
2. Fall decorations - FBID and some downtown merchants added corn stocks around light poles at the beginning of October. Businesses were encouraged to decorate their window and storefronts with fall/apple-themed promos to replace the Apple Harvest atmosphere.
3. Winter Decorations; Last year the Santa and Letters to Santa Mailbox was added downtown. After the new Downtown Executive Committee sets the downtown budget, they will decide if they want to buy additional holiday decor. Downtown planned last year to buy two-holiday decor pieces each year and is concerned they may not have the funds after the loss of income from the Apple Harvest Festival. Holiday window decorating contest will still take place; businesses are encouraged to please continue to freshen up their window displays, even if you are a service-based business. Light pole candy canes will go up 11/30.
4. Parking Issues: FBID is working on a collaboration with the Fortuna Police Department; this will help build a partnership with the PD and the business community. FBID will get businesses the Parking Smiley Cards to encourage business owners and their employees not to park on Main Street or side streets in two-hour parking. As an association, they need to help with the educational component and emphasize parking in the lots off N and L Street
5. Lots of new business stuff happening! Activity citywide at Redwood Village, Main Street, Fortuna Blvd and Downtown Fortuna, including an open kitchen space, childcare facilities, new bakery/sandwich shop, new medical offices, etc.
6. County Covid Grant – Local Business Application.
7. Shop Fortuna for the Holidays - Tell your customers to save their receipts, its still happening! This event will run Nov 28 - Dec 21 (Prize awarded Dec 22).
8. Choose Humboldt #ShopFortuna Marketing Campaign: a new shop local campaign throughout the county is happening, Business and community members in town will be asked to please add #ChooseHumboldt #ShopFortuna to their social media posts to keep the same messaging year round.
9. ADJOURN: _____ Next meeting (Day & Time) _____

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.