

MINUTES

Fortuna Business Improvement District Board Meeting Monday February 3rd, 2016 at 3:00p.m. @ CITY HALL COUNCIL CONFERENCE ROOM

Board Members Present	Others Attending
1. Sara Overholt (Fortuna Chamber & Strong's Creek)	1. Dianna Rios; Coordinator
2. Erica Thompson (City Wide/Home Based/Chamber)	2. Tami Trent; City Council Liaison
3. Brian Gonzalez (Redwood Village/Chamber)	
4. Debbie Rice (City Wide)	
5. Nico Kilmer (City Appointed - Chamber)	Absent—Angi Caudill (Fortuna Downtown)

Opening:

3:11p.m. Board meeting called to order by President Thompson.

APPROVAL OF MINUTES & REVIEW CORRESPONDANCE:

Minutes for January 6th regularly scheduled board meeting.

Treasurer Kilmer made a motion to approve board minutes from January 6th without changes. Vice president Rice seconded the motion all board members in favor, motion passed.

BUSINESS:

1. Form 700:
 - a. Rios will Provide each board member with a 700 packet
 - b. Packets need to be filled out and completed on or before April 1st or there will be a penalty.
Director Rice, Overholt, and Thompson requested a copy of their 2015 Form 700. Rios will contact city clerk for a copy of this document. Rios will send them electronically to each board member.
2. Humboldt Ice Rink:
 - a. Rios created financials for Humboldt Ice Rink for the board to review and give input
 - b. Reimbursement from Humboldt Ice Rink to FBID
 - c. What's the future for Humboldt Ice Rink
Financials were added, Rios has some changes to make for them including adding the funds from the Mclean Foundation and involving some schools. Rios will bring updated financials to march meeting. FBID has been refunded the \$17,888.16 that has been provided as a bridge loan
3. FBID Planning for 2016-2017
 - a. Additions and deletions to previous work plan.
 - b. Goals for 2016/17
 - c. Budget planning for 2016/17
Rios would like the board to give feedback on some of the 2015-16 accomplishments; Grants, Events, Businesses, Policies, Core Areas, etc. Board members were provided with a 15-16 work plan. President Thompson has requested each board member review, mark up, and bring back there work plan to the March meeting. Rios will add the Humboldt Ice Rink, the Fortuna Clean team Grant to the 2016-17 work plan.
4. FBID 2015-2016 recap for City Council report
Board would like to discuss this item after planning for 2016-17
5. Fortuna Clean Team
 - a. Rios picked up check from Umpqua
 - b. Rios to send press release and send with picture.
 - c. Dates selected
 - d. Posters printed
 - e. Hand out fliers and mailers printed
 - f. Shirts ordered
 - g. NEED to get cleaning supplies
 - h. NEED to build team – SPREAD THE WORD!
Rios provided handouts for the Fortuna Clean Team, showed board members T-shirts and Posters. Rios will take the grant funds and purchase cleaning supplies and will start spreading the word about the clean team. Board members are encouraged to attend to support this event.
6. Home Based Business Expo:
 - a. Businesses and booths signed up
 - b. Advertising and publicity
 - c. Board support
The idea was passed around to have Rios receive one item per business participating to create one gift basket for the giveaway. The board would like to see the city have a booth. Businesses like Dakota Daetwiler were thrown out to invite to the businesses expo. The MGC step up program might like to have a booth at the home based business expo. Rios will update board with number of booth spaces rented at the 3.2 meeting. Director Rice will provide popcorn. Director Gonzales will provide popcorn machine, President Thompson will make announcements throughout the event, Treasurer Kilmer will be a greeter, Director Overholt will help with setup, and Rios will contact Angi Caudill for breakdown. Executive Director Rios will be a River Lodge from 9AM to 5 PM.
7. Core Area Support:
 - a. The structure of core areas
 - b. Financial overview
 - c. Creating a policy for cycling out annual volunteer positions. (treasurer, president vice-president, secretary)
Rios has scheduled four quarterly meetings, March 9th, June 8th, September 14th, and December 7th. These quart area meetings will allow businesses to network, share information, create a cohesive marketing plan, and be more unified. Rios will invite all core area members to these quarterly meetings.

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COORDINATOR'S REPORT:

Action Items:

- **Rios will work on a newsletter to keep businesses informed on what's happening**

Conference for coordinator to attend April 24th – 26th

- **Rios will get more information and report back at the next meeting**

New Businesses

- **Fortuna Parks and Rec Adult Sports 3 String Basketball team has submitted a funding request for \$2500 to print double-sided jerseys locally for all women participating in the Fortuna Women's Basketball League. Rios did make a full disclosure that she was participating in the Fortuna Women's League and she is a member on the 3rd String Basketball Team. The board has denied the grant but would encourage the 100 (approximately 100) women to do business in Fortuna whether it's shopping, eating, or going out for drinks, and the FBID Board will sponsor the Fortuna's Women's league for \$1000. President Thompson made a motion to make a donation to the Fortuna Women's League for Jersey's in the amount of \$1000.00 and use the funds from the Redwood Comedy Festival to make this donation. Director Overholt seconded the motion and all board members were in favor.**
- **Rios is working with City Cab & the City of Fortuna regarding their suggestions to the city for an ordinances change.**

Rios vacation - FBID office closed June 27th – July 8th.

- **Rios will continue to remind the board so they do not forget the July board meeting will need to be rescheduled and Rios will find someone to check voicemails to return calls whole out of the office.**

FINANCIALS:

- **FBID financials were not provided but Rios will have them at the next meeting**

BOARD REPRESENTATIVE REPORTS: **NO BOARD REPORTS**

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| • At Large/Citywide (Erica/Debbie) | • Downtown (Angi) |
| • Chamber of Commerce (Sara) | • Hospitality |
| • City Council (Nico, Council Liaison, City Manager) | • Redwood Village (Brian) |

ADJOURN: 4:24 p.m.

Secretary Signature _____ Date _____