

FORTUNA BUSINESS IMPROVEMENT DISTRICT Board Meeting
Tuesday, September 15, 2020 4:00pm
Meeting Place: FBID Office 610 Main Street, Fortuna - Mask Required
or Via Zoom:

<https://us02web.zoom.us/j/85157206177?pwd=cSt5QnhrbzVhTDdsUTF5V3RWMC9xU>

T09

Meeting ID: 851 5720 6177
Passcode: MondayClub

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 present:

1. Bailey Davy (Fortuna Chamber)
2. Erica Thompson (City Wide/At Large)
3. Mark Seitz (City Appointed)
4. Matt Casagrande (Redwood Village Shopping Center)

Board Members absent:

1. Brian Gonzalez (Fortuna Downtown Merchants)
2. Josh Miraglia (City Wide /At Large)
3. Jeremy Stanfield; City Council Liaison
4. OPEN (Hospitality)

Others present:

1. Dianna Rios; FBID Executive Director
2. Berny McKenna; FBID Assistant
- 3.

Board meeting called to order by: 4:06pm

Minutes:

Approve Past Minutes Staff presented September, October, November, December 2019 minutes. January minutes have been approved however after reviewing the document they did not reflect the word "Minutes" at the top so we would like the Board to reapprove them. February and May 2020 minutes need to be approved. There was no FBID board meeting in November 2019 thanks to the annual meeting. The board meeting for March and April were cancelled due to Covid 19. Staff provided an agenda cancelled for March and April 2020 for a documentation that the meeting was cancelled. July and August 2020 board meeting were cancelled due to quorum. Documentation was also provided for those meetings. Director Seitz made a motion to approve the minutes. Director Casagrande seconded the motion.

FINANCIALS:

Review Yearend June 2020 and Current Financials were presented in house to Board Members who attended in person. Financials will be emailed out to Zoom participants at a later date. The check from the City should have arrived after the 3rd Friday in August when the Finance Dept. cuts checks, but Staff has not had a moment to check the mail. If the check is not in the mail, we will reach out to the City Finance Department to check the status. Financials accepted as is. At the next meeting we expect to have a report back regarding the City of Fortuna Check. Board Director Seitz was interested in what information FBID is privy related to Business gross sales receipts. The answer was FBID is not privy to that information, that information is collected by the City of Fortuna related to gross sales receipts and the State Board of Equalization related to sales tax. The city does get a quarterly report and in the past they have been able to share it with staff related to top sales related to industries and businesses that generate the most sales tax revenue. If you want more information, we need to ask our city council liaison to contact the city Finance department.

BOARD REPRESENTATIVE REPORTS:

At Large/Citywide (Erica)

Wanted to give kudos to the chamber of commerce for answering a question that I had and responding rapidly. Open Hospitality seat. How can Fortuna Help in the Evacuee situation? After the fires so many people were sleeping in their cars in the parking lot and hotels. Hoping Parks and Rec. to unlock the bathrooms when in an emergency situation. Campaign signs are out, District and City council signs. Alamar way the trailers have been ticketed if they are not moved, the city will come and get them out of there and clean up the area. Delivered PPE to businesses along with Rios.

At Large/Citywide (Josh)

Chamber of Commerce (Bailey)

Chamber office is back open. They have a meeting tomorrow to talk about membership and get a status update on the effects of Covid related to their membership and budget.

City Council (Mark)

Measure G announcement, 2 positions and 3 running for City council, Measure E changed to Measure G, sales tax will sunset in 2025. Sue Long started a committee and Rios will be helping on it.

City Council (Jeremy)

Downtown (Brian)

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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Hospitality (OPEN)
Redwood Village (Matt) Nothing to report

BUSINESS:

1.Humboldt Lodging Alliance (HLA) Grant:

Staff Report regarding work being done. Launch Date Review, Supporting Materials, and FBID Board support.

- **Received the grant to launch October 1. FBID Asked to defer the launch due to later October because other regional agencies are differing their campaigns until December. HLA would prefer FBID to still launch because the HLA are launching the Stand Tall campaign launching in October. FBID has created three different campaigns to run tandemly related to tourism, recruitment and relocation; Get Lost and Find yourself, Doing Business Organically, Safe, Secluded Small town. Staff Would like to connect with local realtors for home photos. Director Davy will follow up with Sally about pics. As part of this campaign, FBID is also seeking to get new street light flags, new welcome signs that tie together the campaign and shop local.**

Board Discussion Regarding Supporting Grants (Headwaters, Rotary, Humboldt Area, Etc.) Staff will be seeking additional grants to offset some of these costs.

Hospitality Board Member.

FBID would like to fill this seat to coincide with this campaign.

More Staff.

Because we have staff hours from the grant we are seeking staff.

NO ACTIONS ARE NEEDED ON THIS DISCUSSION ITEM. STAFF WANTED TO GIVE A REPORT

2.County Economic Resilience Consortium (CERC) - Covid 19 Weekly Calls

Small Business Grants with Humboldt County Economics and FBID Board discussion on what the Board can do to support small business in our community.

- **CERC Postcards, a lot of businesses were not complying because they didn't know what to do.**

Wear A Mask Campaign.

- **Community group: take the Humboldt Pledge to comply grew to the Mask Campaign. Wear a mask. Keep Humboldt Healthy to Wear a mask Don't make us ask.**

County Wide Shop Local Campaign

Equity Humboldt Support Group.

- **Rios Invites the Board to Participate where you want to participate. And Help out where you can help out during COVID. Rios will invite you to those necessary calls.**

3.GoHumCo Working Group Prosperity 2020

Rios is now the Vice Chair of this Working Group to help create positive economic change in the future. This is a great opportunity for Eel River Valley to be economically, and direction the FBID board would like to give staff, would be greatly appreciated.

Prosperity is a small group of working individuals and Prosperity aligns with what FBID does. Staff is seeking information from the board on ..What is our community missing? Fortuna now has a role in this group and would like to keep Fortuna and the Eel River Valley involved and more active than ever.

President Thompson would like to be involved in any way she can for the Prosperity group. President Thompson mentions how the College of the Redwoods Construction Tech Program is a valuable program and she would like to see more Trades involved and things that can train people. Rios will add President Thompson to a list for Prosperity future meetings.

NO ACTIONS ARE NEEDED ON THIS DISCUSSION ITEM. STAFF WANTED TO GIVE A REPORT

4.Core Areas (Redwood Village, Strongs Creek Plaza and Downtown)

Community Events - Insurance Direction

Discussion was: What is FBID comfortable with using our event insurance for? Many events are cancelled due to COVID: Christmas music Festival, Garden Club Home Tour FBID has not budgeted for Kids free Movies so it most likely will not happen. President Thompson's concerns are regarding covid and the liability aspect of insurance related to COVID and community events. Rios mentions if the Board wanted to offer Kids Free movies, to possibly hand out vouchers for the movie from the businesses. President Thompson asks about the possibility of a drive in. Rios mentions Measure G committee is doing one and can see how they run their drive in. President Thompson requests to check to see if the core areas are going to do any of their events and Rios will follow up after attending the core area meetings.

Core Area Marketing Direction

Workshops

The only action item is for Rios to follow up with core areas and report back on the Measure G movie.

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5. Staffing

Employees

Berny is working a few days and will be picking up more, Rios is asking the board if they know of anyone available or interested in 10 hours a week or so, an office job for filing, answering emails and website updating.

Office Hours

Vacation and Sick:

President Thompson would like to revisit the personnel manual. President Thompson would like to have a review for the Executive Director and would like staff to review Berny also.

Action is to bring the employee manual at a future date and add Employee evaluation as a future agenda item as well and the Executive Director will evaluate staff.

6. Monthly Board Meeting

1. Adjust Monthly meeting time to accommodate everyone's schedule.

Rios is checking on the time to temporarily change the board meetings. 4:00 is working best for most board members. Director Seitz reports he is indifferent. Director Davy reports 4:00 is better. Thompson reports that we will temporarily keep meetings at 4:00pm on the 3rd Tuesday of the Month.

COORDINATORS REPORT:

Reflected in business items above

ADJOURN: ___4:59pm__

Next meeting (Day & Time): Special meeting to touch base with the board on Tuesday, 10/24/2020 @ 4pm.