

FORTUNA BUSINESS IMPROVEMENT DISTRICT

Special Board Meeting Minutes June 10th, 2021 8:30 a.m. (Pacific Time)

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.

Board Members present:

1. Erica Thompson (City Wide/At Large) **PRESENT**
2. Jasmijn Kozlowski (City Wide /At Large) **PRESENT**
3. Ashley Mitchel (Hospitality) **PRESENT**
4. Matt Casagrande (Redwood Village Shopping Center) **PRESENT**
5. Brian Gonzalez (Fortuna Downtown Merchants) **PRESENT**
6. Bailey Davy (Fortuna Chamber) **ABSENT**

Others attending:

1. Dianna Rios; FBID Executive Director **PRESENT**
2. Berny McKenna; FBID Assistant **PRESENT**
3. Allison Stanfield; FBID Staff **ABSENT**
4. Jeremy Stanfield; City Council Liaison **PRESENT**
5. Merrit Perry; City Manager **ABSENT**
6. Laura Morris, Guest **PRESENT**

Call to order:

Public Comment:

All public comments should include; First and Last Name, Business name or Entity of involvement for the record (limit to 3 minutes) during the meeting. If your public comments are received before noon on Wednesday, they will be read into the record and will be noted in the official minutes. **NO PUBLIC COMMENT.**

Minutes:

FBID board to read, review and approve the minutes for: May 27, 2021

- Action: Director Mitchell motions to approve the minutes, Director Casagrande 2nd. All approved.

Financials:

Review approval of monthly financials.

- Action

Business Items:

1. Bylaw update:

Staff has updated the bylaws including board meeting times, qualifications of quorum, board terms, job descriptions and more. Staff is seeking approval of the updates to the bylaws including purpose, directors, meeting times, election of officers, quorum, and more.

- Discussion/Feedback -

Rios reports FBID is not technically having to follow the Brown act. Because Business assessments are levied, therefore the quorum of the board can be those who are present. THIS is based off of information and researched that staff has done with direction from City staff members.

- Action - Director Mitchell moves to approve the Bylaw update, Director Casagrande Seconds the motion, All board members approve.

2. Core Area Manual update:

Staff and Ad Hoc have updated the Core Area Manual. Staff and Ad Hoc committee is seeking approval of the updates to the Core Area Manual.

- Discussion/Feedback - President Thompson met with Monica from Fresh on Main Street who was asking for guidance and inquired about the Core Area Manual. After the Core Area Manual is finalized, Director Mitchell would like it sent to Fortuna Business Core Area Leaders..

- Action Director Kozlowski moves to approve the Core Area Manual, Director Casagrande seconds the motion, All approve.

3. Board Manual update:

Staff and Ad Hoc have updated the Board Manual. Staff and Ad Hoc committee is seeking approval of the updates

to the Board Manual.

- Discussion/Feedback - Director Mitchell asks that all documents be posted on a website for an area of transparency.
- Action - Director Mitchell motions to approve the Board Manual with changes, Director Casagrande seconds the motion, All board members approve.

4. FBID Annual Workplan and Budget planning for 2021-2022:

Mayor Long and City Council only had one question after the city council presentation on June 7, 2021 it was about the future planning for 2021/2022. Staff is seeking Board input and direction for planning for the next fiscal year.

- Discussion/Feedback - E.D. Rios reports League of Cities outlines the fiduciary of our organization. Presenting to the city council of what we are doing moving forward needs to be created by BOD, not staff. Kozlowski requests an Ad Hoc Committee specific to the Workplan and Budget. Mitchell requests that the Work Plan is top priority and would expect the whole board to participate, Mitchell also asks what the Normal timeline would for planning Rios informs that it would be March -Work plan and budget, April- Finalize document, May-present to City Council.
- Action-Special meeting for Work Plan will be June 24 at 8:30am. Special meeting July 8th at 8:30am to finalize the work plan deadline for July 13. Resume regular Board meeting times July 20 at 2pm to discuss meeting times and changes to Bylaws.

5. Redwood Village Rodeo Activity:

Tuesday night Rodeo July 13 Hosted by Redwood Village, staff is seeking an event chair from the FBID board to potentially host activities on Tuesday night in the Redwood Village Shopping Center. With the Redwood Village Board Director Casagrande term ending in June, staff is seeking direction and participation from the board on whether or not to offer activities at Redwood Village.

- Discussion/Feedback- E.D. recommends Sandi Peterson with Western Photos. President Thompson wants to rally around the association. Jasmijn and Matt will survey Redwood Merchants to see interest and involvement to run their event.
- Action - Director Casagrande motions to survey the businesses. Director Kozlowski seconds the motion, All approve.

6. Future Agenda items:

This agenda item allows the board an opportunity to address staff for agenda items they would like to see come to the FBID board for discussion, review, and information.

- Discussion/Feedback - Send an Update and create FBID Board Brochures and update board terms
No Action

STAFF REPORT:

Retail Strategies, HLA Marketing grant, FBID will participate at the First Pastels at the Park to support Parks and Recreation , Laura Morris, CCCU Manager will potentially be Chamber Board Representative

BOARD REPRESENTATIVE REPORTS: Director Mitchell would like to see a brochure made.

NEXT MEETING: June 24th @ 8:30am

ADJOURN: 10:27 p.m