

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, March 14, 2018 4:00pm @ City Hall

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 FIRST WEDNESDAY OF EVERY MONTH AT 4PM

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 information services.

| <u>Board Members Scheduled to be Present</u> | <u>Others Scheduled to Attend</u> |
|---|--|
| Erica Thompson (City Wide/At Large) | 1. Dianna Rios; Coordinator |
| Sarah Chapman (City Wide/At Large) | 2. Tiara Brown; City Council Liaison Absent |
| Brian Gonzalez (Fortuna Downtown Merchants) | 3. Chelsey Olivera; FBID Office Assistant |
| Melissa Collins (Fortuna Chamber of Commerce) Absent | 4. Mark Wheatly; City Manager Absent |
| Kalynn Dolcini (Hospitality) Absent | |
| Nico Kilmer (City Appointed) Absent | |
| Jennifer Kramer (Redwood Village) | |

Opening: **FBID meeting called to order at 4:06pm by President Thompson.**

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE:

Approval of October 11, 2017 board meeting minutes – **Board Director Gonzalez made a motion to approve the minutes, Board Director Chapman seconded the motion, all board members in favor, motion passed.**

Board Representative Reports:

- ★ At Large/Citywide (Erica)- **No Report**
- ★ At Large/City Wide (Sarah)- **No Report**
- ★ Chamber of Commerce (Melissa)- **No Report**
- ★ City Manager (Mark) – **No Report**
- ★ Hospitality (Kalynn) – **No Report**
- ★ Downtown (Brian)- **No Report**
- ★ Redwood Village (Jennifer)- **No report**

BUSINESS:

1. Home Based Business Expo; Report from the Home-Based Business Expo. Dianna was not there; the event was running by President Thompson and FBID Assistant Olivera. Is this an event we want to continue to put on? If it is what are some changes we can make to make it better for our Homebased Businesses. Event attendance, vendors, event hours, event expenses.

President Thompson gave report that it was a good event, the businesses seemed happy. What is the cost of the event? Rios said that the Home-Based Business Expo doesn't cost FBID much, we pay to rent the building, some advertising and refreshments. Each vendor pays a fee to be a part of the event. Rios asked if it is worth it for the vendors? President Thompson and Olivera said the vendors enjoy the event and some made some money and connections. Director Chapman suggested we move to a smaller venue like the Monday Club or Veterans Hall. The board liked the idea of it being at the Monday Club and Rios will investigate securing that date. Rios will send a letter to all Homebased Businesses about the change.

2. Humboldt Ice Rink

Update on what's going on with the Ice Rink.

Rios gave let the board know that the group wanting to take over the Ice Rink has decided that it is too big of a commitment for their group and will not be moving forward.

What bills still need to be paid.

Dianna informed the board that the Humboldt Ice Rink still hasn't paid Ice Rink Events, we are waiting to hear from The Mclean Foundation for a grant. Once we receive the grant we will send one check to Ice Rink Events. Thompson asked the only outstanding bill is Ice Rink events, correct? Dianna said yes, the only outstanding bill is Ice Rink Events.

Who is interested in taking over the Ice Rink.

There are a couple more groups that have reached out and said they are interested in taking over the Ice Rink. Nicole Genaro is the contact working with interested groups.

3. Board Terms

Go over board member terms and see Whose term is coming to end? Who would like to be reappointed? What positions are open?

Rios went over who's term is coming to an end. Chapman stated that she will continue the board if she is absolutely needed otherwise she will step down at the end of her term. Rios will work on filling her seats as our City Wide representative. Dolcini half term is also coming to an end, we will see if she is interested in serving a full term starting July 1, 2018.

4. Core Area Meetings

Redwood Village Merchants Association Meeting, Downtown Merchants Meeting, Strongs Creek Plaza:

Rios shared that she has a lot of core area upcoming meetings.

Strongs Creek Plaza has a couple new business owners and managers, and at the last meeting Starbucks and Timeout expressed excitement to help the shopping center. Strong's Creek is having a spring extravaganza and it will be put together by some of the newbies! Strongs Creek Association also express interested in taking over the Tuesday rodeo activities. Rios will have a meeting with Redwood Village Shopping Center on March 23rd. The members will decide if they want to keep or give up Tuesday's Rodeo event. President Thompson would like to be invited to all future core meetings. Downtown is working on updating their new website. They will have a spring event taking place on May 11th from 9th to 12th street to celebrate Grand Reopening of some downtown events.

5. City Banners

The City is going over banner policy and FBID may no longer be responsible for City banners? Board Discussion...

Rios explained that there is nowhere to hang the across the street banners and the city is investigating opportunities get that wire back up. The City will take back over the booking, scheduling and possible storage of the street and light pole banners. The board agreed that it is ok with the City, then FBID is happy no longer being responsible for the banners. Rios will work with the City moving forward.

6. Back to School Fashion Show

Is FBID hosting this event this year, board discussion.

Dianna asked the board if we want to do the fashion show. Chapman said that we should only move forward with it if the Humboldt County Fair will move it from friendship square. It didn't work well on friendship square. Rios will work with the Safe and Sober committee to help with the high school fashion show to feature of Fortuna Businesses.

7. FBID's Work Plan

Go over 2018--2019 work plan

Dianna requested the board take home the work plan from 2017-2018 and email any changes and we will discuss it next meeting.

Meeting adjourned at 5:04pm

Secretary signature: _____