

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, April 5, 2017 3:00PM @ 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 3PM

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.

Board Members Scheduled to be Present	Others Scheduled to Attend
Erica Thompson (City Wide/At Large)	1. Dianna Rios; Coordinator
Sarah Chapman (City Wide/At Large)	
Melissa Collins (Fortuna Chamber of Commerce)	Brian Gonzalez (Fortuna Downtown) Absent
Nico Kilmer (City Appointed)	Tiara Brown; City Council Liaison Absent
	Board Seats open; Redwood Village and Hospitality

Opening: **FBID meeting called to order at 3:09pm by President Thompson.**

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE:

Director Kilmer Made a motion to approve the minutes from March 1, 2017. Director Collins second the motion and all board members in favor, motion passed, minutes approved.

Board Representative Reports:

- ★ At Large/Citywide (Erica)- **President Thompson reported there has been a number of vendor events popping up in the City of Fortuna. Most of them have been hosted by a home-based business, Felicia Thompson with Frivolous Apparel. She has been inviting home-based businesses and direct sales companies to take part of a fun, traveling shopping mall in the City of Fortuna. She is getting a great response from businesses and community members and will continue doing them as long as they are successful.**
- ★ Chamber of Commerce (Melissa)- **The Fortuna Chamber of Commerce has decided to change their board meetings to every other month starting in July because they are having a hard time getting board members and attendance at each meeting.**
- ★ City Council (Nico, Tiara, City Manager) - **This week, the City Council hosted a meet and greet with new City Manager, Mark Wheatley as well as a farewell to our interim City Manager.**
- ★ Hospitality (Open)- **FBID office passed out Board applications and is following up with a postcard to recruit more board members. Rios will put this back on the agenda for the next meeting.**
- ★ Downtown (Brian)- **Rios reported that the Downtown meeting hosted this morning went great. There were a lot of attendance to this special meeting. This meeting was regarding information about a Facebook campaign the Downtown Merchants are going to be paying for. The FBID office will be creating a template to ensure all businesses are represented in the Downtown area for this campaign.**
- ★ Redwood Village (Open)- **FBID office passed out Board applications and is following up with a postcard to recruit more board members. Rios will put this back on the agenda for the next meeting.**
- ★ At Large/City Wide (Sarah)- **Humboldt Junkies will be hosting their event at Rohner Park on June 16th and 17th. Tickets and information can be found online at humboldtjunkies.com. Easter Egg hunt will be hosted by the Soroptimist's International of The Eel River Valley on April 16th at 10am**

BUSINESS:

- 1) FBID Board Officers 2017-18
 - Vote for 2017-18 FBID President **Director Kilmer moved to make Erica the President, Director Collins second the motion, all board members in favor, motion passed.**
 - Vote for 2017-18 FBID Vice President **President Thompson moved to make Director Gonzalez the Vice President, Director Collins second, all board members in favor, motion passed.**
 - Vote for 2017-18 FBID Secretary **President Thompson moved to make Director Chapman the Secretary, Director Kilmer second the motion, all board members in favor, motion passed.**
- 2) FBID Workplan 2017/18
 - Board will go through and make changes and additions to the upcoming year's work plan. **Removed twice a year core area meeting, Apple Harvest Festival, and Clean Team. Packout Humboldt is discussing expanding to Fortuna 2 times a year and calling it Fortuna Trash Bash. They want FBIDs supplies,**

contacts, maps and help promoting. Packout Humboldt will work out the logistics. Board said yes to Rios helping and donating supplies. Will add to work plan once they provide logistics to FBID.

- What will the focus of 2017-18 be; Events, Business, Beautification, Grants, Workshops?

3) FBID Budget 2017/18

- Board will discuss changes to the 2017-18 years budget. Board will approve budget with or without changes. **Erica, Nico, and Rios worked on FBID Budget together, Director Chapman moved to approve the budget, Director Collins second the motion, all board members in favor, motion passed.**

4. Cannabis in the City of Fortuna

- FBID Board needs to have a discussion regarding cannabis.
- FBID Executive Director would like to give to two cent and then get direction on industry.
- FBID Board make a statement on behalf of the FBID Board.
 - **As FBID stands, FBID will support legal businesses in the City of Fortuna. Rios will pull together a statement to present to the Board at the next meeting to be provided when asked where FBID stands as far as cannabis goes. Rios is to continue to do her job helping find businesses for the City and when they approach her, help find them appropriate locations.**

Coordinators Report:

1) Home Based Business Expo

- 1) **President Thompson will run the event in 2018 as Rios will be out of town for a Rotary President Elect training in San Jose.**

2) New Business growth in the City

- 1) **We have a ton of new businesses looking for location in town. Rios is working on finding location for each business.**
- 2) **Bob Footlong is also for sale and Rios is looking for a business to take it over.**

3) Upcoming Events: Farmers Market, City Wide Yard Sale, Art & Wine

- 1) **Rios is helping with event promotion for upcoming events.**

4) Grant Ideas - Rios is asking for guidance on what to ask for...

- 1) **Rios is working on gathering information for Comedy Fest to apply for a grant from US Bank.**

5) FBID Website

- 1) **Website is being transferred over from Drupal 6 to Drupal 7. This is being done at not cost to the BID as we paid Precision Intermedia in 2015-16 and no website upgrade we done. We will have to still update our content on the new site.**

FINANCIALS:

Review financials: **Rios needs to find out why some of the Kids Free Movie Sponsor are not showing up in quickbooks. Note regarding Rios bonus at the end of the fiscal year; Rios passed on a cost of living increase in 2015-16 because their was no room for it in the budget. Rios then passed on a cost of living increase in 2016-17 because their was no room for it in the budget. As we plan for 2017-18 Rios has agreed for pass on her 2017-18 cost of loving increase to fund new projects. This is a total of approximately \$3600 in the past three years Rios has passed on to make sure FBID is able to operate its budget. Director Collins made a motion to give Rios a bonus at the end of 2016/17 fiscal year and the amount would be determined in June. Director Chapman seconded the motion. Treasures Kilmer made a note that no bonus will be given until all bills occurring in June are paid in full. All board members agree and motion passed.**

Meeting adjourned

Signed _____ Date _____