

FORTUNA BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES

Special Board Meeting

May 27th, 2021 9:00 a.m. - 10:30a.m. (Pacific Time)

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) **PRESENT**
5. Brian Gonzalez (Fortuna Downtown) **ABSENT**
6. Bailey Davy (Fortuna Chamber) **PRESENT**

Others attending:

1. Dianna Rios; FBID Executive Director **PRESENT**
2. Berny McKenna; FBID Assistant **PRESENT**
3. Allison Stanfield; FBID Staff **PRESENT**
4. Jeremy Stanfield; City Council Liaison **ABSENT**

Call to order: 9:13am

Public Comment: No public comment

Minutes: FBID board to read, review and approve the minutes for:

March 8, 2021 March Special Meeting

March 16, 2021 March Monthly Board Meeting

April 20, 2021 April Board meeting

April 22, 2021 April final FBID board retreat

May 6 - No Quorum

May 13 - No Quorum

- Casagrande moves to approve, Mitchell seconds, all vote in favor

Financials:

Review approval of monthly financials.

- ED explains that financials are slightly out of date -- Accountant currently out on leave
 - The Board President gave a quick board review on how to read financials.
- Rios reports HLA Grant (\$25,000) not yet reflected in financials - will be attending meeting with granters and seeking direction in the new future - Mitchell will also attend as hospitality

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.

- Rios recommendation is to approve documents with changes and assign ad hoc committees to finish them
- Approval now means more quorum flexibility on future meetings
- Mitchell motions to approve Bylaws, Kozlowski seconds, all are in favor

2. Appointment for Ad Hoc committee to finalize updates on:

- a. City of Fortuna Contract (City Manager)
- b. FBID Board Manual (FBID Ad Hoc) - Mitchell & Kozlowski
- c. Staff Manual (FBID Ad Hoc) - Thompson & Mitchell & Kozlowski
- d. Core Area Manual (FBID Ad Hoc) Kozlowski & Thompson & Davy (Monica Martinez)
- e. Amendments to City Ordinance (Fortuna City Council) Thompson & Mitchell & Kozlowski

Staff will work with the Ad Hoc committee to get FBID Board oversight and input. Board members outside the Ad Hoc committee will have until June 11, 2021, to submit a suggestion or addition. All FBID Ad Hoc final documents will take effect, June 14, 2021. All other documents will be considered final from the FBID Ad Hoc Committee after June 14 2021, and sent to the appropriate decision makers for final approval and implementation.

- Rios expresses importance of setting meetings now - want to have them done by June 11th
- Rios City Council presentation June 7th - 15 minute presentation
- Staff and Board Manual ad hoc meeting June 3rd 8:30am
- City Contract & Ordinance ad hoc meeting June 1st 1pm

- Core Area Manual ad hoc meeting June 2nd 5:15pm
- Kozlowski motions to approve the ad hoc committees acting for the board's interests, Mitchell seconds, all approve

3. Review Quote for Board of Directors Insurance:

As part of seeking new membership in the FBID Board of Directors, staff was asked to reachout to our insurance agent to get a quote on Board of Directors Insurance. Staff has provided a quote for the Board to review and potentially budget for for the 2021-2022 fiscal year.

- Quote ~\$1,260 per year -- Not in this year's budget, but could work into next year's
- Mitchell proposes looking into second quote, Davy & Thompson agree - will seek 2-3 quotes total
- Rios notes that event insurance cost has decreased -- budgeted \$1,200, only cost ~\$790

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

Staff will be presenting to the Fortuna City Council on June 7, 2021 and at this meeting staff normally present a workplan and budget for Council approval. Staff is seeking Board thoughts and ideas for the next fiscal year.

- Mitchell notes we should prioritize FBID function awareness
- Mixers? Campaigns?
- Board will reflect and relay feedback at a later time

5. FBID Board Member Application:

Staff has received an application for an open board seat.

*** After agenda was finalized -- staff received an additional application from Monica Martinez, Downtown Business Association President

Emily Hobelmann has applied for a seat on the FBID board of directors. She is a home based business owner and consultant who works locally with Redheaded Blackbelt, KMUD Redwood Community Radio in SoHum, National Charity League Humane Society. She is interested in helping to expand jobs and new business opportunities in Fortuna, especially for women and cannabis entrepreneurs. She qualifies as an applicant under our new Bylaws (Business Item 1) as an Industry Advocate under Professional and Service.

- Board notes that we will benefit greatly from her knowledge and experience as Fortuna transitions into embracing cannabis tourism and infrastructure in the near future
- Thompson would like to approve Hobelmann
- Main concern: She lives just outside of Fortuna city limits, but DOES have a Fortuna business license
- Mitchell would like to wait until documents are finalized to onboard additional members
- Mitchell suggests policy of interviewing all potential board members and meet them before approval
- Need to engage in efforts for board recruitment, put word out in the community to attract more potential applicants --press release, mass email etc
- Formulate interview questions to vet applicants effectively
- Rios suggests inviting applicants to next meeting, conduct quick interview and allow them to observe meeting - Kozlowski counters - Rios suggests board applicant review ad hoc committee

6. Adding Agenda Item Procedure:

To offer up more support during the FBID board meetings, staff is seeking topics for future agenda items for discussion involvement.

- Agenda item proposals can be emailed to President Thompson
- Possible to create Google Doc to list topics & add proposals? Need to clarify Brown Act parameters
- Create a virtual calendar to visualize terms? Have members who term out propose their replacements?

STAFF REPORT:

BOARD REPRESENTATIVE REPORTS: Davy updates Operation Celebrate - vote for best graduation decorations, US Capitol sourcing tree from North Coast & involving local Chambers, Chamber Mixers starting again in person, Chili cook-off will be doing a passport style tour vs centralized event, two potential replacements for Davy's board seat. Thompson mentions collaboration with Fortuna PD to address issue with local youth, had coffee with Chief and had informative meeting

NEXT MEETING:

ADJOURN: 10:49am