

FORTUNA BUSINESS IMPROVEMENT DISTRICT

Special Board Meeting

June 10th, 2021 8:30 a.m. (Pacific Time)

QR Code below or Join Zoom Meeting at:

Meeting ID: 878 7091 7759 Passcode: FortunaBID

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

Others attending:

1. Dianna Rios; FBID Executive Director
2. Berny McKenna; FBID Assistant
3. Allison Stanfield; FBID Staff
4. Jeremy Stanfield; City Council Liaison
5. Merrit Perry; City Manager

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.

Minutes:

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

- Discussion/Feedback
- Public Comment
- Action

Financials:

Review approval of monthly financials.

- Discussion/Feedback
- Public Comment
- 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
- Public Comment
- Action

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
- Public Comment
- Action

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
- Public Comment
- Action

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
- Public Comment
- Action

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 whether or not to offer activities at Redwood Village.

- Discussion/Feedback
- Public Comment
- Action

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
- Public Comment
- Action

STAFF REPORT:

Retail Strategies, HLA Marketing grant

BOARD REPRESENTATIVE REPORTS:

NEXT MEETING:

ADJOURN: