

FORTUNA BUSINESS IMPROVEMENT DISTRICT

Board Meeting Minutes

January 19, 2021 04:00 PM (Pacific Time)

Met by zoom at <https://us02web.zoom.us/j/82932570188?pwd=YkFHM2kvS3JYNmxCTmEvVlpVaiQydz09>

Meeting ID: 829 3257 0188

Passcode: 4tunabid

Board Members present:

1. Bailey Davy (Fortuna Chamber)
2. Erica Thompson (City Wide/At Large)
3. Jasmijn Kozlowski (City Wide /At Large)
4. Ashley Mitchell (Hospitality)
5. Matt Casagrande (Redwood Village Shopping Center)

Others attendees:

1. Dianna Rios; FBID Executive Director
 2. Berny McKenna; FBID Assistant
 3. Jeremy Stanfield; City Council Liaison
- ABSENT - Brian Gonzalez

At 4pm Board meeting called to order by President Thompson

Minutes: Board Director Mitchell made a motion to approve the minutes from December 15, 2020, seconded by Director Kozlowski, motion passed all in favor.

BOARD REPRESENTATIVE REPORTS:

At Large/Citywide (Erica) - Complimented new banners in downtown

At Large/Citywide (Jasmijn) - Will have briefing with Rios to go over board member roles and responsibilities

Chamber of Commerce (Bailey) - Will update on the new plans for covid-friendly Chamber Annual Dinner after next meeting

City Council (Jeremy & Merritt) - Measure E committee meeting for community input coming up, Riverwalk park development being worked out

Downtown (Brian) - ABSENT - Rios updates that Pedro Lucero may be replacing him as board member

Hospitality (Ashley) - Would like to use social media to support struggling restaurants, Rios offers use of FBID pages

Redwood Village (Matt) - nothing to report

FINANCIALS: Review current financials, Review 2014-2015 Audit recommendations

Terry Pontes is still working on the audit, updates will be bound and mailed out to board members shortly. She will stay on for the remainder of the fiscal year, and will likely go to Demello after.

BUSINESS:

1) HLA Grant Analytics and report

- Numbers are good - more than double previous month - click through rate of 1.29-0.8
- Cost per thousand - 1.5 - a little above industry average cost of 1.0
- Ad adjustments and changes - Safe Secluded Small Town ad generating negative feedback - removing from lineup
 - Input on new banners largely positive aside from Downtown Merchants funding dispute
- Would like FBID board members to be recorded about the HLA grant to share on our website and out of the area.
- HLA would like us to reapply our numbers even pulling higher than Eureka's campaign,
 - Issue with this raised by the Chamber - seeking board support before reapplying. Mitchell and Davy expressed that they don't want to lose this funding opportunity. Davy assures that FBID would not be stepping on Chamber's toes by reapplying for funds. Rios plans to sit down with Mitchell to form plan and present to other members for approval

2) FBID Recap on business support for Fortuna businesses:

- FBID Staff helped local business owners submit for grant funding
- Restaurant/Food Service (10 - \$170,000) (3 - \$65,000)
- Salon/Beauty (6 - \$40,000) (1 - \$5,000)
- Construction (2 - \$20,000)
- Retail (5 - \$75,000)
- Manufacturing (2 - \$20,000)
- Will help businesses submit for second round in February
 - Appreciation expressed by Mitchell, Kozlowski and President Thompson

Next steps: What FBID Board can do to better support business owners, other opportunities, etc.

3) Board Member

Accepted Mark Seitz resignation as the City of Fortuna FBID Board appointment. Pastor Mark Seitz has accepted a board seat on the City of Fortuna Planning Commission and is no longer able to serve on the FBID Board of Directors.

Next steps: FBID Board needs to accept Mark's resignation and brainstorm potential business owners that can be recommended to the Mayor for her appointment to the FBID board representing the City of Fortuna.

- President Thompson encourages members to pass their recommendations on to Mayor Sue Long
- Davy makes a motion to accept resignation, Casagrande seconds, unanimous approval

COORDINATORS REPORT:

- **Report to Fortuna Sunrise Rotary**
- **Humboldt Restart & Recovering Grant /Headwaters Grant**
 - FBID operations have not been hindered by grant since they have been able to add extra staff to handle the workload
 - Berny applied for grant to have Allison's wages reimbursed \$8000
 - Headwaters/ Econ Dev grant coming in \$3500
 - Additionally, funds will come in from Downtown Merchants for the banners
 - Please brainstorm for upcoming grant proposals
- **#Shop Fortuna, #ChooseHumboldt #DineOutHumboldt**
 - Will be promoting restaurants and using social media to spotlight
 - Bobs needs help, FBID will set up meeting to help them find solutions
- **Shop Fortuna for the holidays, update on community responds**
- **FBID Board Seat by law or municipal code change with the City of Fortuna to add the alternate board seat position. Rios recommends doing this after January when we can talk about the City Contract.**
- **Staff will start preparing 2019-2020 Audit documents for City Audit**

ADJOURN: 5:17 PM Next meeting (Day & Time) 2/16/2021 4:00 PM