

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, September 14th, 2016 3:00 PM @ 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
1. Sarah Chapman (Fortuna Downtown)	1. Dianna Rios; Coordinator
2. Melissa Collins (Fortuna Chamber of Commerce)	
3. Brian Gonzalez (Redwood Village) Absent	
4. Sara Overholt (Hospitality, Strongs Creek)	
5. Debbie Rice (Umpqua Bank)	Erica Thompson (City Wide/Home Based/Chamber) Absent
	Nico Kilmer (City Appointed) Absent

Opening: FBID meeting called to order at 3:03 by Vice President Rice.

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE: Board Director Chapman made a motion to approve the board minutes from August 3rd with no changes. Director Overholt seconded the motion all board members in favor, motion passed.

BUSINESS:

1. Board Representative Reports

- At Large/Citywide (Debbie & Erica) - No report.
 - Chamber of Commerce (Melissa) - Director Collins reported that Feb. 16th is the annual Chamber dinner. The Chamber Board is focusing on better ways to serve the community and their members. They started with a brainstorm. They will start a new referral from the Chamber of Commerce program. During weekly meetings they created a segment to talk about your business. They are working on revamping the leadership program. Director Chapman is interested in the leadership program if FBID is interested in sending a representative this year. They are working on building a bigger ambassador team.
 - Hospitality (Sara) - Director Overholt reported that the Ice Rink is coming and tourism and marketing will be donating money for out of town marketing. Director Collins would like Rios to send sponsorship information to US Bank.
 - City Council (Nico, Tami & City Manager) - No report.
 - Downtown (Sarah) - Director Chapman attended a Downtown Merchant special Apple Harvest meeting. The overall feeling was that a few Downtown Merchants do not delegate to the members present. Director Chapman felt that the meeting was a waste of time for her and other members present. She would like to see the board help the Downtown Merchants delegate.
 - Redwood Village (Brian) - Director Gonzales reported that there will be no Apple Harvest event. They are focusing on Halloween Trick-or-Treating and the Lighted Parade.
- Humboldt Ice Rink:** Vice President Rice made a motion to utilize the FBID bank account for bridge loans with the Humboldt Ice Rink as needed and pending the FBID balance. Director Collins seconded the motion and all board members were in favor. Motion passed. Director Chapman requested Rios look into the liability insurance. She questions the ability to make monthly payments.
 - FBID Events (Budget vs. Actual):** Rios provided a list of seventeen items the FBID office is currently working on regarding events. The reason for this presentation was to keep the board informed of all of the activities she is currently working on. The board was encouraged to give insight and overview and offer help on the upcoming to do list. Director Gonzales offered to assist Rios with the Apple Harvest meals for the CCC. Board members are requested by Rios to attend monthly Clean Team activities, the annual meeting mixer and the Kids Free Movies as it is their responsibility to the business community.

COORDINATORS REPORT:

- Back to School Fashion Show was a great success. Next year we hope to have even more businesses and continue to grow the crowd.
- Comedy Fest at Humboldt County Fair was not as successful. The first comedian opened with foul language and offended HCF representative. I don't think we will be asked back next year. All other comedians were awesome and the few people watching really enjoyed them. The board would like Rios to reach out to Hops in Humboldt to potentially do comedy sets in between bands as it was a successful part of the learning process. Rios will reach out to Tina to see if this is a possibility. Director Gonzales would also like Rios to consider the Hard Cider event as a venue.

FINANCIALS: No report at this time.

ADJOURN: Vice President Rice adjourned the meeting at approximately 4:08pm.