

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, February 8th, 2017 2:30 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
Erica Thompson (City Wide/Home Based/Chamber)	1. Dianna Rios; Coordinator
Brian Gonzalez (Redwood Village)	
Melissa Collins (Fortuna Chamber of Commerce)	
Sarah Chapman (Fortuna Downtown) Absent	Sara Overholt (Hospitality, Strongs Creek) Absent
	Tiara Brown; City Council Liasion Absent
	Nico Kilmer (City Appointed) Absent

Opening: FBID meeting called to order at 2:41pm by President Thompson.

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE:

President Thompson made a motion to approve the minutes from November 2nd, 2016, December 7, 2016, and January 11th, 2017. Director Collins noted a correction on the December minutes regarding the Chamber dinner date. Director Chapman made a motion to approve all three minutes with the correction to December. All board members in favor, motion passed, minutes approved for November, December and January.

Approval of Minutes from 11/2/2016,

Approval of Minutes from 12/7/2016,

Approval of Minutes from 1/11/2017

BUSINESS:

1) Humboldt Ice Rink

Rios provided better financials than the previous month. However, Humboldt Ice Rink still has receivables to account for as well as bills to pay. Based off of Rios's best guess, Humboldt Ice Rink should end the year with approximately \$22,000 in the account. This includes the payment to FBID for fronting the cost to the city, insurance, FBID office staff, and other expenses FBID has paid for to be reimbursed. Rios has a meeting with Ice Rink Events tomorrow to discuss year three and waiving the deposit so Humboldt Ice Rink can operate a third year. Rios expressed to the board that she cannot run the Humboldt Ice Rink in the capacity she did this year. It was just too much and overseeing the project and running the project are two very different things. The Ice Rink committee agrees and are working to grow the committee. As bills are finalized and income is received, Rios will provide updated numbers. The board would like Rios to look into HRC and US Bank grant opportunities for Humboldt Ice Rink.

- 1) Discussion and Recap on project
- 2) Staff and or Board concerns
- 3) Financial Overview

2) Redwood Comedy Festival

Rios gave a recap on how she felt the Comedy Festival went and included a tentative financial breakdown of expenses and income. Rios also provided a projection for the next event. Both this year and next years event, after expenses are paid and income is received should profit approximately \$5,000. This dollar amount does include the \$2,000 grant from FBID for 2016-2017, however it would not be needed for next years event based off of our projections. After this years event, Rios feels she has a better shopping list for the bar, better schedule for the stage, changing the venue layout to accommodate more seating, and cutting back on hotel expenses for RCF. But yet maintaining advertising exposure. Rios would like to see this event happen two times in a calendar year, that may actually fall into a fiscal year or not. Dates thrown out by the board include September and January, or August and January. Rios will work with River Lodge on securing the dates and starting promotions and comedian recruitment.

- 1) Project update;
 - 1) Budget update
 - 2) Over all event update

3) Fortuna Clean Team - Wrap up and last event

Due to the Redwood Comedy Festival, Rios cancelled the Fortuna Clean Team. The hope is to do it at least one more time with the involvement of Umpqua Bank, Fortuna FFA and other community members. Once our event is completed, there is an organization that will like our supplies which will free up space in the storage unit. =). Rios did receive a phone call from council member Tiara Brown who did have 8th graders looking for community service and wanted to help with the Clean Team. Rios apologized to her for the lack of communication.

- 1) Event Cancelled for January 28th and the event needs to be rescheduled.

4) March events;

- 1) Home Based Business Expo - scheduled for March 5th.

- 1) Rios is not requesting help from the board for this event as it is pretty low-key. If the board would like to attend the event, the more people the better. Rios will provide a program, cookies, water and coffee for event goers. Businesses that want to do giveaways will do them on their own, we will not be making announcements over the loud speaker. We will be limiting the number of like-vendors, so only one from Lularoe, Mary Kay, Rodan + Fields, etc. The hope is really to get Home Based Businesses not just independent consultants at this event. Our applications have been sent to all 125 home-based businesses. This will be another great event.

- 2) SHE Women in business event cancelled!

This event has been officially cancelled. One of the three business owners is moving to a different state and the other two business owners are too busy running their businesses to pull this event together. Rios will need to cancel the bank account. The funds provided by the City Manager to pay for River Lodge to create a new event will be shifted to add a second Redwood Comedy Festival event for 2017-2018.

Coordinators Report:

Rios provided the Shop Fortuna winners, the total number of businesses that were shopped during that three-week period which included 91 businesses, 102 envelopes from 49 community members, and a total of receipts equalling \$35,561.56.

Rios provided the board with an updated board term sheet so the board can discuss potential board members for the open seat. Director Chapman requested to continue to serve on the board and fill the City-Wide/At Large position that was previously held by Debbie Rice. Director Gonzalez requested to continue to serve on the board but to fulfill Director Chapman's position representing the Downtown Merchants. Both of these requests are due to recent job changes for both directors. Rios will bring back this item to the next board meeting, with this guidance Rios will start recruiting board members from Redwood Village Shopping Center to fill the open seat. President Thompson would like to continue to serve on the FBID board for another two year term and would like that brought to the next board meeting as well. Director Gonzalez has agreed that if shifted to the Downtown Representative, he too will commit to another two year term. Rios will bring this item back to the next board meeting.

Rios did not add a spot on the agenda for the Core Area Representative Reports however, Director Collins reminded everyone that the Chamber dinner will be held on February 16th.

FINANCIALS:

Review financials

Reviewed the financials. Director Gonzalez moved to removed Debby Tucker from FBID checking account and to replace with President Erica Thompson. Director Collins seconded the motion, all board members in favor, motion passed.

ACTION ITEMS DISCUSSED TODAY AND/OR NEXT AGENDA ITEMS:

ADJOURN:

Meeting adjourned at 3:41PM.

Closed Session:

President Thompson will be presented the Executive Director with her board evaluation follow the board meeting. The evolution will not be open to the public but if a member of the community would like to say something, they can do so during the regularly scheduled meeting.

Rios will get evaluation from President Thompson at a later date.