

FORTUNA BUSINESS IMPROVEMENT DISTRICT

Board Meeting

April 20th, 2021 4 P.M. (Pacific Time)

QR Code below or Join Zoom Meeting at:

<https://us02web.zoom.us/j/85763071315?pwd=SCsrQ3R5Z2ZxcjZ3Z0xsQmpSSVhYQT09>

Meeting ID: 857 6307 1315

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.

NORMAL MEETINGS SCHEDULED THE Third TUESDAY OF EVERY MONTH AT 4:00 p.m.

Board Members scheduled to be 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) - Will submit input and feedback to staff but will not be present at the meeting.
7. **OPEN** (City Appointed)

Others scheduled to attend:

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

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 Tuesday, they will be read into the record and will be noted in the official minutes.

Minutes: Approve minutes at the March 8, 2021, March 16, 2021 and Board Retreat

- Discussion/Feedback
- Public Comment
- Action

Financials: Review monthly financials. The Board President will give a quick board review on how to read financials.

- Discussion/Feedback
- Public Comment
- Action

Business Items:

2. 2018/2019 & 2019/2020 FBID Audit
 - a. Approval to sign FBID Audit engagement letter?
 - b. Audit was not budgeted, where will funding come from? Who will pay for the audit?
 - Discussion/Feedback
 - Public Comment
 - Action
3. Appointment for FBID check signer
 - a. Staff is seeking a replacement check signer to replace past treasure Josh Miraglia as the check signer.
 - Discussion/Feedback
 - Public Comment
 - Action
4. Core Area guidelines -
 - a. new leadership in core areas have sparked many conversations about who has what role, what are the FBID expectation for core areas ect. Staff would like guidance on what should be expected by the Core Area Association, how to communicate, what is acceptable, what is not

and how to measure success? Examples of questions include: communication with members, meeting expectations (agenda/minutes/financials), officers roles and term limits, etc.

- Discussion/Feedback
 - Public Comment
 - Action
5. Procurement Procedures & Procedure for Public Transparency
- a. Review City of Fortuna Policy and set new clear guidelines for FBID
 - Discussion/Feedback
 - Public Comment
 - Action
6. FBID Board Meeting Times
- a. Set new meeting times for monthly meetings to get better attendance from the board. Monthly meetings used to be held the first and third Wednesday, to allow more time to cover action and business items. What is the best time for the FBID Board to meet? Should there be two meetings a month? When FBID updates the By-Laws, then new meeting times should be reflected in new by-laws.
 - Discussion/Feedback
 - Public Comment
 - Action
7. City of Fortuna
- a. Contract - Update & provide guidance and expectations - The City Manager has tasked FBID to draft changes we would like to see in the FBID/City of Fortuna contract, so city staff can review items and make formal additions and retractions to move forward.
 - Discussion/Feedback
 - Public Comment
 - Action
 - b. Adding two new Core area districts to BID to coincide with the general plan. This would add a core area to Fortuna Boulevard and the Riverwalk Area.
 - Discussion/Feedback
 - Public Comment
 - Action

BOARD REPRESENTATIVE REPORTS:

STAFF REPORT:

NEXT MEETING:

FBID BOARD RETREAT - APRIL 22, 2021
PUBLIC COMMENT FOR BOARD RETREAT

ADJOURN:

